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Canada's Weekly Newsmagazine

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**TECH
SPECIAL**
**THE
CELL IN
YOUR
FUTURE**



Majority Rules

Jean Chrétien
scores a third
triumph

But can he
heal the
divisions?

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49



From the Editor

A campaign of winners and losers

Well, it was a messy British campaign. But for the Liberal Party of Canada, it worked. Jean Chrétien sailed back in with his dead straight majority, the first such swing since Mackenzie King started his run in 1935. In politics, winning is the thing that counts. Chrétien calculated correctly that in good economic times, people were in no mood to throw the rascals out. Many influential people around him disagreed with his decision to go early. He did so partly to end a messy leadership race in his ranks. Is he now firmly in place? "I think so," Liberal strategist Michael Robinson, an ardent supporter of Paul Martin, told the CBC. "He is going to govern for as long as he chooses to."

But he paid a price. To confound the Martin focus and newcomer Stockwell Day, he launched a campaign devoid of any clear rationale and one in which he asked voters, in effect: "Elect me, and I'll resign." And he did it by fashioning his majority heavily in Quebec (57 seats) and Ontario (100)—and with only 14 (without recounts) of 88 seats west of Ontario, an oft-cited barrier for national unity. The big question Chrétien must answer is what will he do now? He left personal facts evidence of his plans, and certainly so him of his dreams. In what presumably will be his last mandate, Chrétien has a golden opportunity to call the nation to new heights. How he handles that challenge—especially rebuilding bridges to alienated westerners—will determine his place in history. It could be a very good write-up if he plays his cards right. Beyond Chrétien, there were roses and daisies to award all around.

● **Stockwell Day** is the leader of Her Majesty's Loyal Opposition in his own right with at least 66 seats. He picked up only two in Ontario, will share of his beautiful fortress of 40 at one stop. But it is a catchall. And he increased the party's popular vote in the caucus.

● Two party leaders could count only modest blessings. Joe Clark ran the best campaign, and won his own seat in Calgary Centre. But his PCs lost four seats in Atlantic Canada, and appeared barely to cling to official party status with 12 members in the Commons. The NDP's Alexa McDonough will also return to the Commons and, while the party went from 19 to 13 seats, that will be enough for official status.

● The Three Tenors Quebec Premier Lucien Bouchard, his predecessor, Jacques Parizeau, and Bloc Québécois



Chrétien, victory with a price

Leader Gilles Duceppe said a vote for the Bloc was a vote for Quebec independence. Trouble was, the Liberals increased their seats while Duceppe dropped.

● **Brian Tobin**, appointed to the cabinet after he resigned as Newfoundland premier on the eve of the vote, was comfortably in his own riding and set himself up for a run at the leadership against Paul Martin. In the Atlantic region, corruption, not Tobin, turned the order of the day. The Liberals won 19 seats by luring the electoral hawk with a promise to assure Employment Insurance to previous Liberal levels and pumping \$700 million into regional development (i.e., patronage for polit).

● **The Quebec Tory** jumped André Harvey in Chicoutimi and Eastern Townshippers David Price (Compton) and Diane St. Jacques (Shefford), who switched to the Liberals, won their seats. André Richard, who stayed with Clark, won, giving him the 12th seat needed for official recognition. Meanwhile, in New Brunswick, NDPer Angela Vautour jumped to the Tories and lost to Liberal Dominic LeBlanc, son of Roméo, the former federal fisheries minister and governor general.

● **The National Post** tried to defuse the Liberals on its front pages, as well as its editorial. Between Nov. 15 and election day, 12 of 13 front-page headlines cast Chrétien in a negative light. Typically, on Nov. 23: "Grits sleep amid ethics row."

● **The electoral system.** Although the turnout was one of the lowest in history, at an early estimate of just more than 60 per cent, the cascading closing of polls across the country gave everyone a sense of having participated—even though the Liberals had locked up their majority victory before 10:30 p.m. EST in Ontario.

● And, finally, Assistant Managing Editor Peter Kopivnik, who worked tirelessly throughout the campaign, and into the wee hours of Nov. 28, to oversee the also central bureau team that contributed to the cover package. Their results start on page 18.

Robert Lewis

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University issues

As I read your "10th annual ranking universities" (November 2000, Nov. 26), I feel as though back over the past several weeks to see if I could recall any of our political leaders mentioning education during the election campaign. I remember a lot of talk about health care, and about eating, but in all that talk, I believe our leaders missed one important bit of life. A good education system produces smarter doctors and administrators who will improve our health system. It produces brilliant economists, engineers and entrepreneurs who will increase our economic productivity. It produces lawyers and judges who will create laws and a justice system that is fair to all. It produces teachers who will go on to produce another brilliant generation of Canadian citizens and perhaps one day, we can only hope, our education system might even provide us with an intelligent and honest politician.

Bonnie Kwan, Calgary

As controversial as the Maclean's rankings may be every year, they highlight and emphasize the need to reflect

upon our educational system as well as the resources allocated to it. The rankings encourage Canadians to think in the future rather than focusing on short-term needs. Learning is no longer a concern only for younger generations. Continuing learning has become a reality for Canadians, by providing the public of the value of quality education and society's prosperity. Maclean's encourages Canadians to formulate opinions about education.

Thank you for making education an agenda item.

Glen Pawan, Vice-President, University Affairs, Students Society of McGill University, Montreal

I am a Canadian with three (Canadian) university degrees who works for the city of Los Angeles and coaches football at a local junior high school. After reading your annual ranking, I am quite dismayed at the negative approach you take to the current standards of the Canadian university experience and the totally misguided concerns of the situation south of the border. Quit whining about Harvard, the other boys—most of America's other 3,000 universities are getting beat by them, too. Here are two simple facts to chew on: U.S. scholarships are valued higher than Canadian ones because

Smiles of exhaustion

I am quite interested to know where Maclean's found all the happy, smiling students in photograph for your universities issue ("The 10 annual rankings," Cover, Nov. 26). From my own and my friends' experiences at university, most students are weary, over-stressed and constantly worried. With funding shrinking and class size growing, students are increasingly stressed out trying to keep their spot. How long will it be until admission averages become 100 per cent? What then?

Lindsay Elizabeth Gaid, Oshawa, Ont.

their tuition is ridiculously overpriced. And your point that California students will receive free tuition even with a B average made me laugh out loud. The only students getting into the University of California system with a B average can throw a football 70 yards into a garbage can.

Don Dembie, Los Angeles

Again, Maclean's has provided an excellent service with which prospective university students can make informed judgments before making their final selection. I also think this annual ranking serves as an unofficial standard against which university officials and staff can, to some extent, compare their schools and their collective efforts. But it is about time that a similar system was adopted to compare Canadian universities. **Paul Robinson, Hantsburg, Ont.**

I believe your university ranking analysis is significantly flawed. In chemical engineering, the capstone exercise for undergraduate students is to design

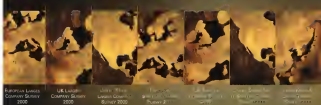
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Throwing the rascals in

On Oct. 22, when Jean Chrétien called his premature election, the term went a rascal good, waiting for the final departure of pectin. By Nov. 27, when that devilish campaign was over, much of the land was caught in the grip of winter. That was less a seasonal change than a shift in mood; the winter of the nation's soul.

Never have Canadians been subjected to an election like this one: none of the essential issues were touched or even debated—not the looming crisis in health care, not the future of a declining economy, not the unresolved racialist unity issue, not the plummeting value of the Canadian dollar. Instead, the campaign became a killing field for politicians (not on rhetorical assassination, with the party leaders accusing their opponents of every crime except spending billions through the land).

An air of sanctimony hung over the proceedings. The campaign, you felt, transcended the country landed in friendly constraints, where their occupants participated in political "events," angled only as they could be ignored.

A good case can be made that what we witnessed wasn't a general election at all, but 301 by-elections that happened to fall on the same day. Tied with the predictions of trying to decide which of our leaders represented the least evil, voters opted to support their best local candidates, which was why, despite the actual race count, no party was able to mobilize the semblance of a meaningful national mandate. The elections' astounding volatility was best documented by a *Lipset* poll that estimated that nearly one-third of Canadian voters remained undecided only 48 hours before they cast their ballots.

By election day, only one issue had legs: Jean Chrétien's faze. The difference of undecided voters was best caught by Bob Krieger, columnist for the *Vancouver Province*, whose editorial-page drawing showed a puzzled voter asking herself: "Will Chrétien resign sooner if I vote for or against him?" Instead of guessing, their quaternary prodding for "throwing the rascals in," Canadians decided to throw the rascals back in.

The Liberals had woged as shallow and dishonest a campaign as any in Canadian history, which takes in a lot of misery. Chrétien's defense of his strong writing of the Business Development Bank to restore loans for the Aubergé Grande-Mère in his constituency, approved by an ethics counselor beholden to him for his job, was cruel fate. "I have no need for an inquiry when I have nothing to approach myself for," he declared, disavowing the facts, as well as due process. His defense reminded me of the Canadian Gracioso Mire who, when he was caught in an obvious lie, indignantly shot back,

"Who are you going to believe? Me or your own eyes?" The voters opted for Gracioso.

Despite their decisive victory, during the campaign the Liberals suffered light for heat. When Immigration Minister Ernest Eglar branded Canadian Alliance supporters as "Holocaust-deniers, permanent beggars and racists," she was attempting to legitimize an accusation that was not only wrong, but stupid. Such defilement of character was far more particularly racist, since the previous week Stockwell Day had, alone among party leaders, stood up against the Liberal's backing of an anti-Semitic UN resolution blaming the current round of Middle East troubles on Israel alone.

Day was finally humbled throughout this belittling decision with the worst staff work since Manolito's corky campaign. Great politicians appropriate their surroundings, tracking for those electric moments that define a campaign. Stockwell never did. At almost every rally, he found himself on the defensive, trying to explain yet another political faux pas by his advisers and followers, who, in earlier incarnations, must have belonged to Japanese kamikaze squadrons, whose members flew suicide missions against American warships (Wandering films of their exploits, I said to wonder why kamikazes were belated New I know. So they could, in another life, come back as Canadian Alliance strategists).

Gilles Duceppe pointed that he's no dummy when he prepared for the election's Great TV Debate not by poring through leading books, but by going to a local gym and working out. Still, it wasn't enough to help his party gain support. The results were a timely warning for Lucien Robitaille's desire of independence. The NDP dived as deer because it failed to define itself as the safer haven for anti-Alliance voters. Only Joe Clark covered himself in glory, surviving to fail another day.

Any election breeds the political landscape of a nation in a given moment in time, its make providing a snapshot of the emotions, tensions and aspirations of its people. Because fights inspire, the tug of the past compels with the pull of the future, as voters cast their ballots and elect a fresh government. The time around us do not have a fresh government, and the campaign ended as it had begun, on a negative note with issues unresolved, principles unclarified and the country held hostage to a leader who now justifiably believes himself untouchable.

For those of us who follow politics with a gusto and eye and a hopeful spirit, this bitter campaign will linger as a reminder that the politicians may have got our votes on Nov. 27, but they have yet to earn our trust.

Overture

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Edited by Anthony Wilson-Smith
with Sherrill Dettell

Over and Under Achievers

To have and *Hab* not!

*The White House: the end of the beginning?
Parliament: the beginning of the end? The Great
Cup: where to begin? The Hub: and over and*

◆ **The U.S. electorate:** Yogi Berra used to say, "It ain't over till it's over." Sooooo... it it over?

◆ **The Canadian electorate:** It's overooooo!

◆ **The Montreal Canadiens:** Hockey's most feared franchise? It's over. *Les Canadiens* are blaaaaah.

◆ **The Grey Cup:** Admit it—you like to watch. For at least one weekend a year, what would you do with our Canadian football to kick around anymore?

◆ **Drivins with odishness:** Ontario talks about banning the practice. Suggested punishment for offenders: send them all to movies together—and then phone 'em, one at a time.

◆ **102 Dilemmas:** Say, if they put round up 49 more, they could form a majority in the next Parliament!



The election, the electorate got the last word



Anderson with driver: 'Pigs are the closest thing to human'

Pigging Out

Crime solver: eau de cochon

Pigs may never fly—but their ability to sniff may be a big help to those in search of clues at aquatic crime scenes. This year, Ontario's Niagara-area police and university researchers from Simon Fraser University deposited its pig carcasses in Lake Ontario in hopes they may provide a clearer understanding of how bodies decompose underwater. "Pigs are the closest thing to a human we can get," says Gail Anderson, a forensic entomologist at British Columbia's Simon Fraser, who is leading the study.

Driven from the Canadian Coast Guard and the RCMP, the carcasses several times a week to identify patterns of decomposition—something Anderson says is vital in determining time of death. This is done by using underwater samples and videotape footage. Anderson then compares the degree of decomposition of the pig to a human victim found in the same area.

Over the past decade, Anderson has provided expert opinions in about 20 criminal investigations each year. Her aquatic study resulted from her date miscarriage with B.C. police they often queried her about the impact of water in the decomposition process. Until then, there had been few studies in that area. The Lake Ontario study, funded by the Canadian Police Research Centre, is part of a larger project that began last spring in small streams and rivers in British Columbia, it marks the first time carcasses have been released to depths of 50 to 100 feet. The carcasses used range in weight from 50 to 150 lb. and are donated by local butchers. "We don't want enormous pigs because if you have a 300-lb. pig you have a 300-lb. pig rather than a 300-lb. man," says Anderson. They just have to weigh enough to be not to float.

John Innes

Over the Air

Get back, Canada

"Good of Air Canada," sang John Lennon in 1969 after learning he could get a non-stop flight from Pittsburgh, Bahamas, to Toronto. Lennon and Yoko Ono had been arrested a week earlier in Gibraltar, and wanted to continue their bed-in peace demonstration/honeymoon in North America. But a prior marijuana conviction meant Lennon couldn't land in the United States, so they settled for the next best thing: "If we said anything in Canada," Ono explains in a new CBC documentary, *John and Yoko: Year of Peace*, "we knew right away it would go to the United States. Also, they were very liberal people we just knew that Canada would accept us."

The documentary follows the couple as they staged bed-ins in Toronto and Montreal and took an improvisational tour of Ottawa with a University of Ottawa students council president named Allan Rock. "Imagine yourself as a 21-year-old kid," says Rock, about his afternoon with Lennon and Ono, "you're driving your VW, there's a Beatles song on the radio—I think



John and Yoko's famous bed-ins, they even performed *Air Canada*

it was *Go Back*—and John Lennon is in the background singing along." The second half of the documentary tells of two other trips Lennon and Ono made to Canada later in 1969. In December, the couple came to negotiate and promote a pop music festival. The concert was to take place outside of Toronto and Lennon even floated the possibility of a Beatles reunion for the occasion—but the project eventually fell apart.

The documentary airs on Dec. 3, on CBC Newsworld, to commemorate the 20th anniversary of Lennon's death. Most of the footage, says director Paul McGrath, hasn't been seen in 30 years. But John and Yoko's romance is relevant today: "For the time that they were here," says McGrath, a former rock critic who wrote Lennon's obituary for *The Globe and Mail*, "more people pronounced the word peace than had probably pronounced it seriously ever before. Their job was to change how people thought. I think they did that."

Shaunda Denzil

CBC Watch

End of The Magazine

Don't expect the CBC to tell you, but the division affils highly TV news into two segments—*The National* with Peter Mansbridge and *The Magazine* with a different host—in 2001. At the start of the federal election campaign, the network switched to a format that was Mansbridge anchor the full hour, interviewing guests and introducing segments. That, CBC incident told, Mansbridge, is now permanent. The move comes after Brian Stewart, who has been anchoring the *Mag*, asked to return to reporting full time. The co-host arrangement has had ups and downs, ranging from the glory years of Barbara Frum and *The Journal* in the 1970s and '80s to the tumultuous pairing of Mansbridge with Pamela Wallin to the uneven performance of Hana Gartner prior to Stewart's solid work. CBC officials are embarking with the new format, to be announced in January. Meanwhile, the *Mag* appears to have come to an appropriate close: the last guest interviewed by Stewart was CBC lifer Mark Stawicki—who dished up the separate documentary format.

Put that Pedal to the Metal

The number of Canadians travelling outside the country continues to grow—and the car remains the favoured means of transport, according to a recent study by Statistics Canada. About four million Canadians travelled to foreign countries in September, an increase of 0.2 per cent over the previous month. Most Canadians visiting the United States—the favourite destination—did so by car, but air travel is gaining in popularity: a record 455,000 Canadians travelled by plane south of the border to the United States for at least one night in September, up 0.1 per cent from the previous month. Same-day cross-border car traffic by Canadians went up 0.5 per cent in September to slightly less than 2.3 million, while the number of car examinations by Americans in Canada jumped 3.3 per cent from the previous month to 2.2 million. *ScanCan* says that "stabilizing gasoline prices and a continued strong American economy may have contributed to the growth in American traffic."



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tastes in wine, music and art, Lee
sounds like she's first solo album,
My Favorite Music & Me: published with
old friend and mentor K. J. by California-based
Bos Moss. Lee talked to Maclean about
how his voice has changed.

"When I was young, I defined myself within the confines of the brand. Over the years, my tastes have expanded by opportunity in a rock band, you travel a lot, that can be a problem if you can make that work for you. When I got keyed up before concerts, a good place to find quiet was in art museums. Every big city has one. I would look at paintings, note the artists I like, and go read up on them. I like the work of Milton Avery, there's a lot of Canadian art. I enjoy, and I'm now very into the German expressionists. My other

It's common knowledge that Jean Charest is not a beloved figure in his home province. He's often maligned in the media and intellectually by sovereignist politicians—which may explain why a collection of his more misadventurous statements is flying off shelves in Quebec bookstores. Assembled by Montreal freelance journalist Paul Boisselle, *Le Charestien* contains 100 memorable Charest quotes. Some are obvious, such as the time during the 1997 election campaign that the PM warned of the dangers of a child playing with nuclear arms. Others may draw a chuckle. When a journalist asked Charest about the Commission, he responded "I can't answer you. I've not a [single]



Let your body rest, and feel better

same grew in the same way. My wife [Nancy] and I spent some time in Provence [France] last year, exploring and trying the wine. It was nice and low-key, and I only recognized about one-third the whole area. In terms of what I like in my wines are everywhere in contemporary stuff, from one Bachstelze, Soundgarden and Björk, but I have a real fondness for old, smoky pinos—stuff by Hugo Carrachado and El Fingrad. As for my own music, some artists don't like their old stuff, but I'm comfortable with pretty much everything. The thing with Rush I never felt constrained by. It was a great time, and I've changed a lot, but a big part of me is always more free, with more layers, and broader harmonization. If I go solo again, I wouldn't mind an acoustic album. But we [Rush] play together again as needed, and I guess that goes forward to that."

(In fact, he is one.) The book has sold 10,000 copies since its late-September launch—in a province where any book that sells more than 3,000 copies is considered a best-seller. "People like laughing at him. He's a bit of a clown," says Beaudouin, 23, who doesn't mention words on the subject of Chénier. He vowed to keep showing up at Chénier's appearances in Montreal until the PM signed the book. Beaudouin said Chénier did so in November under a Montreal radio station—"I imagine because he wanted to get rid of me." Last week, Beaudouin was considering a second volume—but that may depend upon the election result.



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Overture

PASSAGES

Awarded: Quebec crime reporter Michel Auger was honoured by the Canadian Journalists for Free Expression in Toronto last September, after the staff writer at *Le Journal de Montréal* wrote an expose on the drug war between the Hells Angels and rival motorcycle gang, Rock-Machine, he was shot five times in the back. Auger, 56, who says he will continue to cover organized crime, was given the Tara Singh Hayer Award, named after the *Irish-Canadian Times* editor who was murdered in 1998 in Vancouver. The CJFE also handed out two International Press Freedom Awards. One went to Colombian reporter **Jauch Bedoya**, 27, for her coverage of the country's civil war even after being kidnapped, beaten and raped. The other went to Iranian reform journalist **Albina Ganji**, 40, who is in prison for his critical reports of the government.



Fired: Montreal Canadiens' general manager **Rajesh Hoyle**, head coach **Alain Vigneault** and assistant coach **Clement Jodan** were given their walking papers in the wake of a slow start to the season that has seen hockey's premier franchise fall to the bottom of the NHL standings. **Andre Savard**, 67, a former player, coach and front office executive, takes over as general manager. **Michel Therrien**, 37, coach of the Canadiens' American Hockey League affiliate, the Quebec Citadelles, is the new head coach, and **Guy Carbonneau**, 40, a longtime Canadiens centre, becomes assistant coach. Those moves may be temporary, the owner, Milton Calder, has put the team up for sale and may announce a buyer this month.

Appointed: Marc Blondin, a vice-president at the French-language television network, TVA, is the new president of Editions Rogers Media and the publisher of *L'Express*—which is owned by

Rogers Communications, parent company of Montreal's *Boulevard* radio and television network who launched the all-news channel, *LCN 58*. *L'Express*'s successor **Jon Paré**, 65, editor-in-chief from its inception in 1976 to 1998 and publisher since 1979. Paré, who announced his intention to step down more than a year ago, now becomes senior adviser on publishing with Rogers Media.

Died: Legendary long-distance runner **Emil Zatopek**, 78, of the Czech Republic (then Czechoslovakia) broke 18 world records. At the 1948 London Olympic Games, he won gold in the 10,000 m, event and silver in the 5,000 m. In 1952, he won the 10,000 m, 5,000 m, and marathon all in one week. Zatopek, who had never before raced in a marathon, said he couldn't walk for a week after the effort. He trained for one marathon by carrying his wife on his shoulder. Zatopek was a colonel in the Czech army until he criticised the Communist regime in 1968 and was dismissed. Married to former Olympic javelin champion **Dana Jagerova** for 52 years, he died in a Prague military hospital after a stroke on October

Donated: head Auger and family made a \$20-million gift to be shared equally between The Winnipeg Foundation, which provides grants to local community groups in a variety of fields, and The Jewish Foundation of Manitoba, which offers similar funding initiatives both within and outside its religious community. Auger, a native of Winnipeg, Man., is head of the CityWest group, which owns Global TV, 28 newspapers across the country and recently purchased 50 per cent of the *National Post*.

Died: Charles Ruff represented U.S. President Bill Clinton in both the Whitewater scandal and the Monica Lewinsky affair. The Washington lawyer was chief prosecutor during Whitewater and investigated former U.S. president **Gerard Ford** for improper use of campaign funds. While coaching law in Africa in the 1960s, Ruff contracted a rare tropical paralyzing disease and was confined to a wheelchair. He died at age 61 of natural causes.

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Anthony Wilson-Smith

Happy now, PM?

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nalists, it's that we have perfect 20/20 hindsight. Journalists
can always explain, with great clarity, the crucial importance
and relevance of any event—long after it has happened,
rather than before. So here goes: it is now clear that two of
the defining moments of the election campaign just passed
took place during the English-language leaders' debate—and
both those occasions belonged to Joe Clark. In the first, he
accused Jean Chrétien of calling an early election solely for
the purpose of denying Phil Martin the leadership. It was one
of those things everyone in politics thinks—but no one in the
business had said so in such public fashion, until then. The
other came when Clark, who has been on generally amiable
terms with the PM for close to three decades, put a chill on
their dealings when he told Chrétien that more than any-
thing else, he was "amazed" by how much the PM had
changed since taking power. That set Chrétien back on his
hank, where he remained for the rest of the campaign—the
once-but-nevermore "little guy" now forced to explicitly
deny the notion he is a ragsake.

There are a lot of unanswered questions surrounding the
future of different party leaders in the wake of Monday's
election results, but one certain outcome: the PM emerges
diminished, both in the eyes of his party and in those of
voters—even those voters who supported him. Clark defined
the mission for both with his jibe about Martin, and his
knowing crack about the PM's fondness for power. In the
past, it was a truism to say that a victorious leader could rely
on the support of muckies, because each elected member felt
they owed victory directly to the leader. The New Brunswick
political scientist Donald J. Savoie, in his excellent 1999
book, *Governing from the Centre: The Centralization of Power
in Canadian Politics*, explained at length the manner in which
gurus maintain considerable and exercise power. In the course
of interviews he conducted with politicians and advisors, he
wrote that one old phrase repeatedly came up: "If the head
goes, the rest of the government is sure to follow."

In this case, the old rule didn't apply. Many of the new
Liberal caucus feel they were elected against Chrétien, rather
than because of him—and most got an awful damn vote
who did not elect them for the Libs only because of Martin,
or would have supported them if Martin was the leader.
And the timing of the election remains a factor even after it's
over. It is one thing to fight a campaign with an unpopular
leader if you have no choice—and quite another for Libs
to have been scared written in a campaign called by the
PM, about a year-and-a-half before he was required to do so.

Clark's remarks mattered because of the history behind

them—and because of what they say about the future cold
war that almost certainly lies ahead between the government
and opposition parties in the House of Commons. For a long
time, Clark and Chrétien were about as close to a sort of
friendship as it possible given their respective high places in
competing political parties. In 1976, when Clark was think-
ing about running for the Tory leadership, he sought
Chrétien's advice. "If you don't run," Chrétien told him, "one
thing for sure, you don't win." In 1980, shortly after the Libs
ousted Clark's term as prime minister, the two men again were
in close quarters during the referendum campaign. During a
joint appearance for the No side in Trois-Rivières, they spoke
of each other with what appeared to those of us in attendance
to be genuine warmth. And in September, when Clark
re-entered the House of Commons after winning a by-
election, the PM greeted him effusively.

Clark is something of a believer from bygone days in
politics, when MPs from different parties used to mix in a
dose of collegiality to balance their partisan interests. Think
here of Pierre Trudeau's professed fondness for John Diefen-
baker—declaring, "I just love that old guy"—even as Dief
encouraged him. Clark is keenly aware of tradition and decorum
as a normal affairs minister under Brian Mulroney in the
1980s. Clark, says a friend of John's, was one of the few
government people on the government side in Ottawa to regu-
larly invert the Liberal label to social functions. In politics,
there are two kinds of ritual assaults: partisan or personal.
When Clark speed for the latter, he signalled that he meant
and was rather than the former variety. We also saw that in
the manner in which other leaders assailed Chrétien—and in
the PM's own willingness to stand by while ministerial
lieutenants Caplan and Helly Fire mutually suggested that the
Minister is a bundle of fancies and religious fantasies.

No matter its total number of MPs, a governing party
needs at least some co-operation from opposition parties.
Without that, the chances to tie up legislation through filibusters
or proposed amendments are almost limitless. That drives
governments to run bills through by invoking de-
clared—never a pleasant way to conduct business in a democracy.
Over time, the effects of collective disruptive behaviour
rub off on everyone involved, and it's not as though elected
politicians have a lot of credibility to spare. There is a certain
irony in the fact that Clark, the leader most likely before the
campaign to be tagged as "yesterday's man," most clearly
caught the wave for what lies ahead. A wary, soul-deadening
election looks likely in broad more of the sense in Ottawa-
be careful what you wish for, the old saw goes, because you
just might get it. Happy now, Prime Minister?

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Jean Chrétien gambled on an early election call—
and then led his Liberals to a resounding victory

Majority Rules

By John Geddes

It was not always pretty, but Jean Chrétien got the job done. He gambled by calling an early election, overcoming apprehensive advisors and a downright puke-y Liberal caucus. He plunged, or perhaps was dragged, into the most acrimonious federal campaign in memory. The result, though, was everything a Liberal could ask for—and more. The party took 173 seats (results as of 3 a.m. on the morning after the Nov. 27 vote) in the House of Commons, far outstripping Stockwell Day's Canadian Alliance with 66, the Bloc Québécois with 37, the New Democrats with 13 and the Conservatives with just 12. So Chrétien claimed a triumphant place in history as the first leader to deliver three straight majority governments since William Lyon Mackenzie King accomplished the feat in 1935, 1940 and 1945. "We offered a balanced and moderate approach," Chrétien said in victory. "Tonight, the people of Canada have renewed their confidence in our program, in our team and in my leadership."

The Liberals marched into the campaign expecting to win, but the victory came embellished with some remarkable gains. In Chrétien's home province of Quebec, where he is so often dismissed as entirely unpopular among francophones, the Liberals boosted their

seat total to 37 from the 29 they held when Parliament was dissolved for the election. So much for talk of Bloc Leader Gilles Duceppe's solid performance on the hustings, which had pundits suggesting he had established his weak image (although the BQ did emerge with a respectable 37 seats of the 75). In Ontario, the Liberals retained an overwhelming 100 MPs—the firm foundation of their national domination—losing just one for the NDP and two for the Alliance. That was not enough for Day to seriously claim he had orchestrated the breakthrough that the Alliance, born out of the old Reform party, was to deliver. "The message to us is not yet, not this time," Day said in conceding defeat. "And we hear that message."

But he also boldly staked his claim to representing an impatient swath of Canadian voters. "We continue to be the federal alternative for those who would choose another form of government," Day declared. "And we will work towards that for the next election." He vowed to speak on the national stage for groups the Alliance claims the Liberals too often ignore—from victims of crime, to farmers and bushworking outposts.

The Liberals celebrated a crushing victory, but could wake up to naggingly. Yes, Chrétien increased

Chrétien's
an electoral
victory
embellished
by some
remarkable
gains, but
also marred
by missteps

his majority—but only after a messy 36-day race in which his own reputation may have been permanently dented. Conciliatory statements from the leaders made election night fairly viewing, but much of the campaign was staffer stuff. Chrétien suggested, at one point, that the Alliance was out to "destroy Canada" and later hinted that the party represented "forces of darkness." Day was at least as hard-biting, charging that the Prime Minister's justice policy put the rights of pedophiles over those of children, and that Chrétien might have committed a crime in lobbying for a federal loan to a hotel in his riding. Bloc Leader Alexa McDonough resorted to low blows, blaming Day in a cockroach, while Joe Clark's Tories ran attack TV ads that accused Chrétien of being a serial liar.

The cycle of nasty remarks was partly the result of modern communications technology, traced Senator Russ Frerking, an old friend of Chrétien and a key B-C Liberal organizer. With cellphones, e-mail and 24-hour all-news TV, reporters kept up with every remark made anywhere in the country by any of the leaders. That led to rapid—and often

brutely considered—reactions to just about anything seriously controversial. "You have within 30 minutes what the other side has said, and there will be responses all the way around in the next hour," lamented Frerking, who crisscrossed with Chrétien during some of the campaign. "The media is aggressive in demanding answers. That adds to the intensity of it."

The bitter feelings left over from the intensity of the campaign could make the House a bitterly divided place when MPs return to Ottawa. And those divisions have a disturbing regional character. The Alliance was off but vanquished in Ontario—but Day blocked Liberals out of most of the West even more firmly than Pearson Manning did before him. The Alliance took 64 seats from Manning in British Columbia, relegating the Liberals to just 14. "It rimes again all the old questions about western alienation and national unity," said University of Calgary political science professor David Tiers. Many westerners began the campaign either badly angered or, in some quarters firmly enraged over, the fact that Chrétien had called the election in which he had little hope



The bitter feelings left over from the campaign could make the House of Commons a deeply divided place

of boomer representation from the West. The Liberal majority would be secured in Ontario, Quebec and the strategically key Atlantic provinces.

In Alberta, especially, the feeling of being discounted by the Liberals was aggravated when the party began running television ads claiming that Day, as a member of Ralph Klein's Conservative government, had put the province on the road to American-style, two-tiered health care. While Bill 11, the health-care legislation being targeted, was fair political game, the inevitable perception in Alberta was that the province had been singled out for scorn. Resentment deepened in the final week of the campaign when Chretien joked to a New Brunswick audience that he liked to "do politics with people from the East" rather than with people like Day and Clark who, he said, "are from Alberta—they are a different type." Chretien issued a partial apology later, but the damage had been done. The irony made front-page news in all of the major Alberta newspapers: "What a joke in Chretien" were the headlines in *The Calgary Sun*.

In Atlantic Canada, voters were left with little doubt about how seriously Liberals take their Chretien's East Coast strategy. It was simple, but costly. Last summer, the Liberals announced that \$700 million would be poured into the region as a new push of old-style economic-development spending. Even more remarkably, the Employment Insurance overhaul that was recent to gradually discourage a chronic practice of seasonal work subsidised with EI benefits was largely reversed

in an abrupt pre-election disposal of one of the boldest policy thrusts from the Chretien government's first mandate. The Prime Minister apologized for overblowing going down that track.

Along with spending money and enriching EL, the Liberals hoped the spectre of the Alliance would boost its chances in Newfoundland and the Maritimes. The Alliance's opposition to regional economic development spending makes it anathema to many East Coast voters. So the Liberals promoted the choice as a strict dichotomy: Chretien or Day. The implication with respect to other options didn't waste a vote on the lively Tories or the NDP. The message scored 15 in Atlantic Canada. The NDP's McDonough held her own Halifax riding, but saw her party drop to four seats in the region before seven. "A lot of people said we were going out of existence," she said. "So we're pretty happy that it turned out not to be true."

The Atlantic results set the tone for a disappointing election night for the New Democrats and the Tories, who managed to win quite a few seats, down from 13 when the election was called. But both parties avoided the oblivion that some observers had predicted for them at the campaign's outset. Clark, who was widely credited with running the best campaign of any leader, even won his Calgary Centre seat—no small feat given the Alliance tide in Alberta. That was enough for his



Day: a feeling among Albertans that they were discounted by Chretien

Clark crowd. He was aided by the fact that Lowther—a low-key, neo-cons MP closely associated with social conservative causes—was never a very logical fit for the diverse downtown riding, which has a relatively high concentration of gays, immigrants and left-leaning young people. But that did not take away from Clark's gray wig in a riding where his candidacy actually drew widespread ridicule. "It's a great personal triumph and a vindication for him," said Sims. "The man who was humiliated in 1979 and 1980 and who was the laughingstock of Canadian politics can now achieve a very personal victory. It's a fascinating human story."

Conservatives to cling to official party status in the House of Commons with the bare minimum of 12 seats. Clark took the Calgary race—which he entered trailing well behind both the Alliance incumbent and the Liberal challenger—by successfully appealing to disaffected left-of-centre voters who are hard at a kindred spirit and their best chance to oust Alliance MP Eric Lowther. "We did the impossible in Calgary Centre,"

According to Alberta Tory Senator Ron Graham, the results mean that the Tories are far from dead—and that the Alliance and the Conservatives will continue to duke it out as the alternative to the Liberals. "There's no question that Progressive Conservatives find any appeal in Stansfeld Day and what he stands for," he said. And despite ending up far behind the Alliance, Clark defiantly argued in a fiery speech that he had absolutely no intention of joining with Day's party. "Canada needs a national alternative to the Liberal party," he said.

But Chretien made a powerful case—backed up by direct addresses—first, at least for now, Canadians are showing signs of voting, long as they may otherwise be to government. Still, far from glossing, he tried to play down the traffic and personal attacks that marred the campaign. (One sign that the ugliness may have affected the public was that voter turnout dropped to 62 per cent from 67 per cent in 1997.) "You just finished a hard-fought campaign," he said a crowd in his home town of Shuswap, "a campaign that was, frankly, too negative and far too personal. The Canadian people expect us to carry out our responsibilities with tolerance, openness and civility, and that I will do." It was the sort of pledge that Canadians must have been listening for at the close of a race in any year watched with dismay. The question now is whether Chretien and his Liberals, more secure in power than ever, can find a way to govern with grace after a campaign devoid of it.

THE FINAL TALLY



The popular vote

	LIBERAL	ALLIANCE	PQ	NDP	PC
PEMA	40%	4%	—	13%	35%
BCA	47%	9%	—	9%	35%
B.C.	37%	12%	—	24%	27%
N.B.	42%	18%	—	12%	30%
SK	44%	6%	40%	2%	6%
ONT	51%	24%	—	8%	14%
MAN	33%	30%	—	21%	14%
SASK	21%	48%	—	26%	6%
ALTA	21%	54%	—	9%	12%
B.C.	27%	50%	—	11%	7%
N.W.T.	40%	54%	—	27%	10%
YUKON	32%	38%	—	32%	6%
YUKONWT	67%	—	—	29%	5%
NATIONAL	41%	26%	11%	8%	12%

Source: Elections Canada

With John DeHlbert in Halifax, Julian Beltrami in Shuswap, Que., Brenda Beauchamp in Montreal, Mary Jurgens and Robert Sheppard in Toronto, Bruce Beggs in Calgary and Ken MacQueen in Phoenix, B.C.



The NDP's McDonough; Duggan addressing their supporters (right): a disappointing election night for the opposition parties

Geoffrey Stevens

What Do They Do Now?

This will not be easy, but let's try anyway. Close your eyes, let your mind go absolutely blank, and imagine. Imagine you are Alexa McDonough or Joe Clark. What, to heaven's curse, do you do now?

McDonough and Clark share a common plight: they are survivors-victims. Both managed to survive Election 2000. They won their own seats and they elected just enough members that, one way or another, they will retain official-party status in the Commons. (If recruits or activists pull either the New Democrats or the Tories below the 12-seat floor for official status, the Commons would almost certainly authorize an exemption.) But McDonough and Clark are also victims. They will return to Ottawa weaker than when they left, there to face the prospect of spending the next four years on the fringes, leaders of largely irrelevant fourth and fifth parties in a five-party Parliament dominated by yet another majority Liberal government. There may be no light at the end of this tunnel for either of them.

Of the two, McDonough and the NDP have the better prospects. Jean Chrétien will not be around forever. Probably. When he goes, the Liberals will be hard-pressed to find a leader who will be able to blanket the political spectrum, from centre-left to centre-right, the way he has. This will open up more fighting room for the NDP and its politicians on the left flank of the Liberals. If the new Liberal leader is Paul Martin, the NDP might have a whole new lease on life. Add to this a bit of electoral momentum, the NDP and its predecessor, the Co-operative Commonwealth Federation, have been nothing if not resilient. They have rebounded from far worse setbacks than this world. They went from 25 seats in the 1957 election to seven in 1958 and back to 19 in 1962, from 43 in 1968 to nine in 1993 and 21 in 1997. There is no reason why they cannot rise again if they get a bit of luck, especially if the Liberals come to their aid by choosing a leader of a right-centre bent.

It is hard to see much hope for the Progressive Conservatives, however. They have suffered three consecutive disastrous election defeats. In seven years, they have gone from a majority government to a fifth-place party desperately clinging to official status. They can no longer claim to be what they were throughout most of the last century: the alternative government to the Liberals. Their proud claim to be a truly national party able to speak for all Canadians in all walks of life

has become a hollow boast. Clark tried hard on election night to keep the fiction alive, declaring the Tories still to be "an essential force in Canadian politics." But he is not fooling anyone, least of all himself. There is no rational alternative to the Liberals any longer. In Quebec, the Bloc Québécois is the alternative; in the West, it's the Alliance. In Ontario—and that is the great tragedy of Canadian politics—there is no one at all to stand against the Liberals.

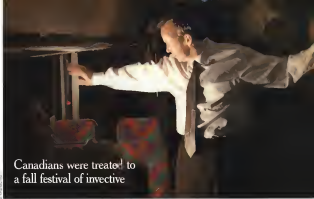


Clark: the death of the dream

No one can blame Clark for his party's sorry state. Brian Mulroney, maybe. Or Kim Campbell. But not Joe Clark. He waged the best campaign of any of the leaders. He stayed on message. He included Chrétien and the Liberals where it hurt the most—in their credibility. He outperformed the others in the leaders' debate. He moved his party slowly up in the polls as the campaign progressed. He won personal victory in Calgary Centre, a tough seat where, according to party polling, he had the support of just eight per cent of eligible voters when the campaign began. He hoped, prayed and calculated that if he could win 18 to 20 of Atlantic Canada's 52 seats, he could restore the Liberals to a majority and perhaps give the Tories the balance of power. But the Conservatives were only one vote Alliance away and the Clark dream died before the vote count moved into Quebec and Ontario.

Nearly 30 years ago, in 1971, I came across Joe Clark at, of all things, a Liberal meeting in Edmonton, Alta. I was travelling with Pierre Trudeau when he stopped in Edmonton on behalf of Allen Saksby, the young Liberal MP for Rocky Mountains. Standing quietly at the back of the hall taking it all in was Clark, who until recently had been a speech-writer in Ottawa for Tory leader Robert Stanfield. He explained he had moved back to Alberta to run for Parliament. He'd chosen Rocky Mountain because he didn't want a safe Conservative seat, he wanted to get back to Ottawa the hard way by taking out a sitting Liberal. "I'm going to run against that guy," he said, gesturing at Saksby, "and I'm going to beat him." He did, in the election the following year. Within four years, he was his party's leader and three years after that he was prime minister.

Until Monday night, I think he harboured a dream that he would somehow be prime minister again. Surely that dream is dead now.



Canadians were treated to a fall festival of invective

Election  2000

Stumbles on the Campaign Trail

By Julian Beltracchi in Ottawa

So much for the dream about the future. When the campaign began, it was treated as a collision of Big Vision. On one side would be Prime Minister Jean Chrétien, espousing Liberal values that admirably balance individual self-interest in the form of tax cuts with the larger community's needs for a social safety net. On the other, Stockwell Day would be offering a Canadian Alliance government that would reward personal initiative, keep government out of people's hair, and return civility and tolerance to Parliament. It didn't run out that way. The campaign deteriorated into a full festival of invective. "This has been the least edifying campaign in recent memory," Alliance strategist Rick Anderson told *Maclean's*. "It's been the least helpful in shedding light on the issues of the

day, be it tax relief, debt reduction, health care or criminal justice reform."

It did, however, separate the pros from the novices. Campaign 2000 will be remembered as one of "mistakes and mis-opportunities" for the Alliance, says Tom Flanagan, the University of Calgary political science professor who once served as an adviser to Day's predecessor, Preston Manning. The Alliance entered the campaign lapped by the prospect of a long-sought breakthrough in Ontario and possibly further east. They saw in Chrétien a leader who, despite a booming economy, was not only past his best-before date, but also tarnished by corruption and arrogance. In sharp contrast, the Alliance was introducing a fresh face on the national stage, a witty, energetic and

telegraphic figure with an enviable record of fiscal prudence as premier in Alberta's low-tax, cash-rich government. How could Canadians fail to be seduced?

The Politics of Image. In retrospect, the cracks running the Alliance campaign—MP Jason Kenney and backroom organizers Rod Lowe and Hal Duranville—may have been the ones to be seduced. As a consequence, they forgot the most basic tenet of all campaigns: the party that defines the issues usually wins the prize. Some party officials privately concede that the Alliance's three key strategies, who had never before seen a national campaign, played into the Liberals' trap by devoting the first two weeks of the campaign to a leader-centric approach meant to establish Day's bona fides for prime minister. Rather than make Chretien and his record the central issue, Alliance strategists were eager to show off their guy.

Suddenly, Day was everywhere: The party's campaign platform document featured nine pictures—Day signing papers, Day jogging, Day hugging up-in-line skiers. The party's TV ads showed Day in beaches, country settings. Millions of minds of Day were plastered on the party's campaign buses. Even press ops signed up to the media featured a large glossy of the leader. "It looked like a vanity campaign that was all about image and little substance," complained one Alliance member who was not on the campaign team.

Handed a gift, the Liberals were quick to capitalize. They had expected the four opposition parties to gang up on Chre-



Day with Kenney: eager to show off the Alliance's guy

tien from the outset—as happened later during the leaders' debates. But if the Alliance wanted to talk about Day, they were eager to oblige. Campaign co-chairman David Smith and the Liberals had assembled a dossier on Day from his years in Alberta. Premier Ralph Klein's cabinet and his successful campaign to win the Alliance leadership last spring. They believed that the more votes, especially moderates in Ontario, learned about Day, the less acceptable he would seem. "He had run well right of Preston Manning in the leadership campaign and that's pretty right for Canadians," said Smith. "All we had to do was find a way to bring that out."

Self-inflicted Wounds. The Liberals did not have to wait long. Just over a week into the campaign, Kenney, the Alliance campaign co-chairman, missed an interview and a newspaper interview that an Alliance government would

back on Chretien, going so far as to say the Prime Minister could be criminally implicated because of calls he made to seize a federal loan to a hotel in his riding. But Day always found himself answering his own NDP extreme positions on everything from health to immigration. The Liberal goal was to convince voters that Day did not share their values—and could not be trusted.

The end of a war does not always mean peace. The Alliance is reeling from the attacks on Day. Liberal campaign co-chairman David Smith says that Chretien, in turn, was "very much hurt" by the Alliance charges of corruption. "It will probably make for a pretty undesirable atmosphere in the House of Commons for a while," he predicts. The politicians should feel right at home.

May Jaagim

'It looked like a vanity campaign that was all about image and little substance,' complained one Canadian Alliance member

permanently to expand the use of greater choice to supplant universal health care. He went further. The Alliance would not punish provinces for violating the principles of the Canada Health Act, but rather seek to negotiate national standards with provinces. Several days later, *The Globe and Mail* revealed that the Alliance's briefing book to candidates set out a firm threshold—three per cent of the electorate, or less than 400,000 signatures on a petition—that would trigger a nationwide referendum on any issue, including abortion and capital punishment. Later still, Alliance candidate

Day's personal beliefs also flared up as an issue. At the campaign headquarters in the home stretch, a CBC/TV documentary delved into his conservative Christianity, including Day's belief in creationism—revealing that he apparently believes the Earth is a mere 6,000 years old and that dinosaurs lived alongside humans. While fish had normally been considered out of bounds in Canadian elections, former Liberal Ontario premier David Peterson maintained on a TV political panel that Day's creationist views bring his ineligibility into question. Fair or not, the damage was done. "The worst thing that can happen to a leader is to be labeled the target of ridicule," said Fleming. "What hurt is that he'd already taken some heavy hits, and this just seemed like comic relief."

A Question of Ethics. During the final weeks of the campaign, it was finally Chretien's turn to face the heat. Bored by media games and campaigning in Saskatoon, the Prime Minister admitted he lobbied the president of the federal Business Development Bank on at least three occasions in 1996 and 1997 to try to secure a loan for a friend who in 1993 had bought the Aubrey Grand-Mère, an inn in the Prime Minister's riding of Saint-Maurice, from Chretien and his partners. For accused politicians like Clark, NDP leader Alexa McDonough and the Bloc Québécois's Gilles Duceppe, the Prime Minister's characterization of his intervention as a "normal operation" was evidence of moral fail.

To some observers, Day appeared to overreach when, looking for a knockout punch, he accused Chretien of criminal conduct. "He has confessed to an abuse of power in our view, a concept that has been clearly going on, and according to the Criminal Code, this would be an act of corruption," Ethics councillor Howard Wilson, who reports to the Prime Minister, eventually ruled there were no federal rules preventing "a minister from dealing on behalf of a constituent with a Crown corporation." But the revelation clearly damaged Chretien's credibility.

For the Liberals, this means the post-election soul-searching must examine more than vote tactics and seat math. The question is whether Chretien, while admittedly restless, hasn't seen his legacy badly tainted. For the Tories and NDP there is solace in having run, arguably, the election's best campaign from the worst starting position. For the Bloc, the campaign showed the party can maintain a viable presence in Quebec, at least for as long as its Chretien is kick around. But the deepest soul-searching will no doubt occur among Alliance members, who believe more seats were there for the taking. ■



Granger: an outcry over statements about an 'Asian invasion'

Betty Granger abandoned her run in Winnipeg's South Centre in the wake of an outcry over statements she made about an "Asian invasion."

In each instance, Day's attempt at damage control was far from subtle. Instead of forcefully countering the Liberal record of health-care funding cuts, he appeared evasive and defensive. Day compounded the error by resorting to gunnery during the English-language debate, holding up a scrawled sign that read "No 3-6 hr health care." On the weekend, Granger said, Day drewered his own party's briefing book without clearly indicating what matters the Alliance would use to decide when to call a referendum. And while he accepted Granger's resignation, he continued talking about the issue for days, ensuring it stayed in the news.

The Liberals pointed, accusing him of harbouring a secret agenda and leading a party that seemed to attract an inordinate number of judges and nuns, a line of attack opened earlier by Immigration Minister Jean Charest. Even Conservative leader Joe Clark, who had kept up a steady diet of attacks against Chretien, began to sink his fist in Day. "Do you trust Stockwell Day's agenda?" Clark asked.

AN ALL-OUT ATTACK

The Liberals' full-fledged assault on Stockwell Day's campaign commenced on Sunday, Nov. 5, as a rally of 1,000 partisan women in Laval, Que. Day's Canadian Alliance had failed to win 30 per cent in the party's overnight poll—within 10 per cent of the Liberal 41 per cent. So strategists concluded it was time to run Day himself into the issue by highlighting his so-called hidden agenda on social policy. Prime Minister Jean Chretien reminded the women that Day wanted to hold a referendum on their right to an abortion. "I don't think the women would be very happy with that," he said.

A day later, Chretien pointed again, shortly before the release of Alliance documents indicating that a petition from a mere three per cent of voters could trigger a referendum on any issue. "Do you want to have a referendum on abortion?" he asked an Ottawa crowd.

The Prime Minister had touched a political nerve. By Nov. 10, after Day proclaimed his personal opposition to abortion and tried to explain his referendum policy, the Alliance sank below 30 per cent in Liberal pollster Michael Macdonald's nightly tracking. "The Liberals made Stockwell Day the issue, and they obviously stuck to it," observed Liberal communications adviser Patrick Gossage. "This is not, not a ten per cent party."

The Liberals made a list of mistakes. Their platform was incoherent and their ads were bland. They never could explain why they called an early election. But they were relentless in warning Canadians about the passive dangers of an Alliance government. Late last week, they even maintained the party would take apart the public pension system. The Alliance was almost incapable of fighting back. Day tried to turn the spotlight

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PHILIPS

Let's make things better.

Election  2000

Mary Janigan On the Issues

A Squandered Opportunity

In the fall of 1998, in the midst of a heated contested federal election, Tory strategist Hugh Segal recently climbed into a Toronto taxi to stride from the party's advertising production studios to campaign headquarters. It was 2 a.m.—and his second night without sleep. "What," asked the cab driver, "do you think about that free-trade thing?" Segal, now president of the Montreal-based Institute for Research on Public Policy, murmured his approval of the controversial proposal. The driver, waving his heavily annotated version of the pact, responded with a detailed and highly astute critique of the dispute settlement and resource proposals. Segal was flabbergasted, and overjoyed. "What was wonderful about this election was that the country was truly engaged on the issue," he says wistfully. "This campaign is an opportunity lost."

The nation will pay a price for that. The next Parliament must deal with pressing issues that should have been debated in this election, but weren't. Instead, the parties flung labels with reckless ease, reducing one another's positions to simplistic and usually inaccurate slogans. The real challenges of the 21st century remain largely unexplored—and unexplored.

• How should Ottawa support its industrial base in a highly competitive world? The Canadian Alliance contended that all gains programs, including Technology Partnerships Canada, which provides loans to high-tech industries, should be abolished in favour of corporate tax cuts. The Liberals defended those loans—and then promptly hopped them in the same category as their highly ineffective job-creation grants. They even hinted that they would pour more subsidies into the non-board shipbuilding industry. A debate about what constitutes



proper assistance never occurred. • How should Ottawa support the health-care system when the cost of pharmaceuticals and medical equipment is skyrocketing and the population is aging? That debate never got beyond promises of more money and platitudes about the fact that there would be no two-tiered care.

• Campaign 2000, a national anti-poverty organization, says that 19 per cent of all Canadian youth live in households with incomes below the Statistics Canada low-income cutoff. Each party had differing family policies, ranging from the Alliance's tax deductions for all children, including those of stay-at-home parents, to the Tories' proposal that single-income families should not pay tax on their first \$24,000 of income by 2005. But these proposals to help poor kids were never debated—let alone questioned.

• Canada's edge in the 21st century will be its future workforce; today's students. Yet tuition has jumped 135 per cent in the past decade, and student debt loads are huge. How could Ottawa use its tax system to provide better help for those students? For that matter, should it?

• The Alliance offered huge tax cuts in return for less spending. Do taxpayers want smaller government?

• The dollar has been crashing downward throughout the 1990s, approaching record lows during the campaign. Why? Is foreign capital heading elsewhere to invest? Has the high federal debt spooked the markets? The Liberals disagreed. Little else was said.

If democracies thrive when voters are turned in so policy directions, then this election has been a failure. "Pick an issue—and it seems to have been pushed aside," says Ken Baskin, president of the Canadian Institute of Social Policy. "The focus has been on personalities." ■

**Vital questions
needed to be
discussed,
but weren't**

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Election 2000

Looking on with Cynicism

The election was fought bitterly, not only on the national stage, but at the grassroots level. Over the course of the five-week campaign, Maclean's sampled voter opinion on key issues in five ridings: Vancouver Centre, Calgary Centre, Markham, Oshawa, and Laval. Last week, Maclean's correspondents asked voters how they viewed the campaign itself. The answers reveal widespread cynicism.

Was there a defining moment for you during the campaign?

About a third of the respondents in the informal *Maclean's* survey found that nothing about Election 2000 grabbed them. "I can't see that there was anything really extraordinary," said sales representative Michel Martel, 54, of Laval. "We can't say there is someone who gave us something really new, that there were new ideas or something." Ken Lanes, 27, an executive assistant to a Markham municipal councillor, wished there had been a defining moment, especially during the televised leaders' debates. "I tried to watch as much as I could, but ended up getting more confused," she said. "I had no sympathy of whom I want to vote for."

Others, however, cited the debates in the events that did, in fact, help clarify their views—though not necessarily in a positive way. Vancouver actor Tony Davidson, 67, watched the French-language debate on Nov 8 and was not impressed by either Jean Charest or Stockwell Day. "The Liberal party had too many unanswered questions," Davidson recalled. "I was probably going to vote Liberal up to that stage. I was disappointed at the same time that the Alliance leader didn't come up to snuff because of his language problems. That was the defining moment, the stark realization of the ideas we've got trying to run this country."

Fortunately for at least one politician, not everyone was turned off. "The debates changed my mind more than any-

thing," said Arlyne Alcock, 51, an English-as-a-second-language teacher in Calgary. "I really liked Joe Clark. I thought he was aggressive and defended himself very well."

What could be done to get more voters to pay greater attention during the election campaign?

Polls show that only about half of Canadians followed the election campaign. That comes as no surprise to many *Maclean's* respondents, who say politicians have no one to blame but themselves. "We are so removed from government right now that it seems irrelevant," said Susan Chermak, 49, who owns a consulting firm in Markham that does training and development for technology-based organizations. "People have to actually believe they can do something."



Kumbicki: 'the importance of a vote'

The answer for many, then, could be summed up as "better politicians." Brian Leone Kumbicki, 60, of Vancouver longs for "somebody with some integrity." Rick Valencia, 65, a retired public health administrator in Calgary, said the politicians would do well to be more honest in their campaign promises. "They are all going to do everything—and you know that's just not true," he added. "If you can't trust who's going on out there, why would you follow it?" Perrette Dionne, 60, a nursing supervisor in Laval, suggested politicians become better public speakers. "They must have more clarity and verve," she said. Some Quebecers even put a name to that better politician: Paul Martin. "If he was the Liberal leader," said Laval bookkeeper Louise Bouché, 40, "it would have drawn more people."

Rather than focusing on individual politicians, some respondents suggested there is much the parties could do to improve the situation. Calgary business manager Richard White, 46, said that information overload during the campaign forces some voters to tune out. Instead, the parties should cooperate in releasing their position papers simultaneously, or

picking a theme for each week of the campaign. "You wouldn't have one guy talking about health care, another about tax reform and so on," White argued. "It would be clear and concise rather than confusing and chaotic."

Other suggestions for engaging more of the electorate focused on the system itself. "Elections Canada has to do a better job of selling the idea of living in a democracy," said Keith Thompson, 45, co-owner of a Markham-based marketing consultation and design firm. "People like it for granted. People don't seem to realize that they can do a lot." Chris Koumbis, 38, who owns a men's hair salon in Vancouver, said people need to learn about democracy and the role of elections long before campaign time. "Take it to the schooling system and teach the importance of a vote," he said.

How would you change the campaign process to make it more democratic or effective?

In general, the respondents wanted more substance. Some, like Anne Lomax, 47, a Halifax mother of two, would like to see more, and more productive, debates. "And perhaps," she added, "more candidates' debates in the riding so it gets down to the local level." Orban said they would like more insightful campaign literature delivered to their door—or on the Internet. Campaign signs, on the other hand, came in for particular scorn. Marlene Leno, 49, an insurance adjuster for a midsize firm in Madison, called candidates' signs "joke litter." She added, "They make their parents more popular, but it's only allowing the ignorance to go. I recognize that name so I will vote for them." They should be banned, Leno's husband agreed; such advertising is a waste. "I don't think that it changes anything to see the face of a candidate on every second pole."

Barbara Wickham with John DeBoris in Halifax, Brenda Brunsell in Lewis, Susan McClelland in Markham, Bruce Brymner in Calgary and Kim MacQueen in Vancouver



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The Cell in Your Future

By Chris Wood

Paul Manden is what meeting people conventionally call an "early adopter." Likely to be first on his block with the latest must-have gadget. Working part time as a disc jockey while still in high school, Manden convinced his parents to let him have (and pay for) his own cellphone. After graduating from high school last spring, the 18-year-old from Calgary found full-time work in public relations—and promptly upgraded to a sleek new handset about half the size of a pack of cigarettes. "I can get and send from and e-mails," he enthuses. "It's got voice activation, so I can speak to it and tell it what to do." Manden says his personal phone has quickly become "a big part of my life. I'm never two steps away from it. It's kind of sick, but that's the way it is."

Behold the new also-device. Love them or hate them (and plenty of us do both), cellphones are here to stay, not just for big cities but likely to conquer much more of our public and private lives. Even as Canadian providers roll out a new breed of Internet-enabled cellphones this holiday season, they are already finalizing plans for even more advanced, so-called third-generation services, which will begin trials in some North American cities next year. With features like anywhere e-mail, onboard data books and the ability to download videos on demand, next-generation handsets are designed to become as personal and ubiquitous as wristwatches—with powers that would surely amaze the laconic-jawed Dick Tracy. Big companies are betting billions that Canadians will find them irresistible.

Many, of course, would say they already are. Here in the city center where at least a few hands are not raised to cars as students, shoppers and suited executives stride along engrossed in seemingly one-sided conversation. Sales reps on the road swear by them. People use them to call home from the video store about tonight's rental, or to check that their call-equipped teenager is OK (a feature of rock concern now is the tight of hordes of

They're already part of life. Now, business is betting billions on a new breed of wireless wonders that will put the Net in your hand.

parents in cars calling emerging kids to figure out where to meet). Some even don't even bother to get a headline. By all appearances, the cellphone has truly arrived.

Yet only one Canadian in four actually carries one—compared with more than 70 per cent of the citizens of Finland (page 41), nearly 60 per cent in Britain and more than 40 per cent of Japanese. Barely one in a hundred Canadians uses a cellphone to connect to the Internet. But that is changing. As the price of calling goes down and handsets become more powerful, analysts expect worldwide cellphone sales to triple by 2003. Over the same period, Convergence Consulting

Group Ltd. of New York City expects the number of Canadians going online from a wireless phone to jump 25-fold.

As the use of the increasingly colorful—and increasingly expensive—handsets spreads, their often-unexpected repercussions on Canadian life will only become more visible. Many people first acquire their cellphones in order not to be out of touch in an emergency. That same "older not" quality continues to propel the devices' impact, in ways ranging from laughable to potentially lethal.

In the last category, consider Allan Kebabzady's experience. Last summer, the Montrealer answered a call on his cellphone to

hear only muffled noises coming from the handset. "Then I sort of recognized some growling," the 39-year-old engineer recalls. "A good friend of mine was in the backseat of his car making out with his girlfriend. I happened to be No. 1 on his speed dial. His handsets pressed the button." The call from the unlocked keypad lasted another 15 minutes.

Less amusing for many is the growing invasion of talking cellphones into public places. Actor Laurence Fishburne got one of his warmest reactions during a New York City run of *The Love in the*

When he stopped in mid-scene to bow from the stage at an incoherent audience member: "Will you turn off that cell phone, please?"

No less a bossman than Queen Elizabeth II has banned mobiles from luncheons, dinners and other state occasions at Buckingham Palace.

When it comes to the use of an especially smart question for upscale restaurants. Geoffrey Haines operates three top-end Vancouver-area establishments and chairs his industry's provincial association. At his Aqua fine restaurant in downtown Vancouver, Haines says, "most of the customers that you want, who obviously spend money on good food and wine, expect to be able to use a cellphone. To tell a patron they couldn't use one—I actually don't think anybody would have the cheek to do it."

During Van Buren's time, he manages



Talking it up: cellphones will be as personal and ubiquitous as our wristwatches.



ANSWERING THE CALL

Calgary's Wildwood restaurant, where the signature game planter (gnat, bumble, roach and combi smudge) commands \$23.99 as a menu that turns the discerning diner's "We are an off-the-line environment." Agnes Van Buren, "Everyone has a room for the best or the worst dining, you can go without communication. People say it's a great idea." Another way is being pioneered by a New York restaurant named for Manhattan's new telephone area code: At NOX 646, diners are invited to make or take calls in a separate cell-phone lounge.

Managers are one thing; safety is another. Last week, Toronto police Chief Julian Fierman because the latter cited to call for a legal ban on the use of cellphones by drivers. Researchers at the University of Toronto calculate that using a phone while driving quadruples the chances of an accident. In an survey in 85 per cent of men in other surveys have admitted to the dangerous conduct. Fierman's call would align Ontario with governments in Japan, Britain, Spain and Brazil, which have already banned phones behind the wheel.

For emergency personnel, cellphones have become standard equipment as back-up to radio communications. In a program sponsored by the B.C. attorney general, Vancouver's Injured Women's Support Services lend specially configured cellphones to women believed to be under threat of violence from estranged partners. Although counselling team violence not to draw a false sense of security from the device—which are programmed to call only 911—spokeswoman Merna Dhillon says "Women do feel safer when they have the phone."

A hazard of another kind arose, periodically, from reminding many cellphone vendors promote: keys that can be pro-

big and rugged, small and sleek, or just plain cute, the latest cellphones do much more than just make a call. A sampling of what's on offer from Canadian providers, or on the way:

Nokia 8250

At last, you may be able to do without a personal organizer. This tiny phone scales 250 names, numbers and e-mail addresses and keeps track of up to 50 appointments, with an alarm reminder. It can also respond to short text messages on the five-line display, predicting words from one or two keypads. You can download hundreds of ring tones. Retail price: \$179.



Ericsson R250d Pro

Feeling nostalgic for the big cellphones of the 1980s? This one, nicknamed The Rock, has a similar look, but it's way tougher. About the size of a small water bottle, the \$479 R250d can be used in heavy rain, withstands "concrete impacts" and shrugs off a brief dip in the lake. It has a two-way radio for group calls, and a speakerphone that your hands to fix that stalled snowmobile or stoke the campfire.



Ericsson R380

With the flipcase closed, it looks pretty much like any other new phone. Opening it, however, reveals a large, touch-sensitive "landscape display" for writing and reading e-mail, or checking the calendar and address book. The R380, expected to retail for about \$699 early next year, recognizes handwriting, is equipped for Internet access and has a built-in infrared port for syncing with a PC.

Voice-recognition technology allows you to dial a number or answer an incoming call, finger-free



Motorola V220

This is more than just a pretty flipcase, although it has a slew of colorful choices. The Web-ready phone, typically \$75, doubles as an FM radio. Users can preprogram up to nine stations. Earphones (included) can also be used with the phone for hands-free talking, the auto automatically mutes itself when someone calls.



Samsung SCH 8580

If small is your thing, Samsung's SCH 8580 may be for you. Billed as Canada's smallest dual-mode, dual-ready flip phone, the SCH 8580, at \$199, is both stylish and discreet. It offers voice-activated dialing and up to 229 entries in its directory list to be reminded of an errand that needs running? Just record it next time

to yourself. A minibrowser offers access to the Web on the unit's bright display.



Nokia concept 'device'

This is where the future seems to be going. Nokia calls it vision a "personal trusted device." But to work, it will require the large streams of data promised by the third-generation-3G networks due in Canada in two to three years (currently we're on 2G). As envisioned, this multimedia communications link would feature messaging that incorporates digital images and video clips, coupled with either text or voice annotations. Naturally, it would do most of the things a personal organizer does. And you can call Harte.

"killer apps"—applications they believe will ensure the industry's future. The enter is higher-speed connections for digital phones.

Even on the basic Internet-equipped mobile phones, those connections now crawl along at about the same pace to an old-model dial-up modem on a home computer: 9.6 to 14.4 kilobits per second, or kbps. But beginning some time in late 2002, in Canada, and perhaps a year earlier in the United States, that trickle is expected to become a virtual torrent. As carriers install what is called third-generation—or 3G—cellular equipment, data speeds will exceed 384 kbps and approach the quickflow two megabits per second, ranging of office networks (1G was the first generation of analog mobile phones, 2G refers to current digital devices, while makers have coined 2.5G to describe an upgraded system for Internet-enabled handsets that will be available next year). Higher speeds will let 3G cellphones—also known as broadband—perform far more tasks than today's versions do.

Probably the grabbag of these new gizmos will be displaying digital videos streamed over the Internet, as if there is a TV set in your hand. But phone companies and leading handset makers like Finland's Nokia and Sweden's Ericsson have much more in their plans. Concept phones, unveiled at the giant COMDEX computer trade show in mid-November in Las Vegas, featured color screens as big as those on current-generation "personal digital assistants," like the Palm or Pocket PC (and larger than that of the Canadian-made, e-mail-equipped RIM BlackBerry two-way pager). Next-generation cellphones will also find those devices displaying personal calendar and address-book software, as well as Web access. Accessories will allow them to share files, such as address lists, with a PC, and act like a digital music player, playing through a phone's earpiece. And then there's that ability to know exactly where it is at any moment in time, which could be both a good and a bad thing.

To leaders in the telecom business, it is a combination that adds up to the killer app of the next decade. One senior executive preaching the wireless gospel is COMDEX was John Ziegls, chairman and CEO of AT&T's Wireless Group. Ziegls said his company has invested \$6 billion in its network this year, expecting that use will soar. "Something more than wireless, more than the Internet, will happen when we put the two of them together," Ziegls told his Las Vegas audience.

"We'll have something that can change lives more than the wired Internet has," he claimed. Ziegls screened an AT&T-sponsored vision of the network—but shies on—feature. In it, a child is injured on a soccer field. Backup review his medical file, delivered to their phones via the Internet, on scene to the accident scene. Once there, they use their phones to stream live video back to the hospital, and to a doctor racing up to the nearest following escape that made his position as his own cellphone.

Needless to say, that is not all Ziegls and others expect from their investments in 3G. Instead, they count on getting a small slice of millions of commercial transactions, each ordered to some individual phone user and often to their precise location. Like what, exactly? Even skeptics like Ziegls admit that pure business models are still in development. "If you've got an idea," he told COMDEX-goers, "give me a call."

Meanwhile, several potential disconnects have in wait between

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No less a hostess than the Queen has banned mobiles from lunches, dinners and other state occasions

grammed to dial 911. Accidental crashes on such keys have set off a flood of false alarms to emergency-response centres. "It's a huge problem," says Russ Sanderson, operations manager at E-comm Inc., which handles \$3,500 calls a day for police, fire and ambulance services in the B.C. Lower Mainland. About 40 per cent of calls from cellphones are unanswered, causing an average of 420 mis-communicating false alarms a day for hand-held 911 operators. "We requested that cellphone companies not preprogram the numbers," says Sanderson. "They refused. They see it as a selling feature."

At the same time, Sanderson points out that Canadian cellphone vendors are under no obligation to offer an optional feature that will begin appearing in American cellphones next year. Called "location tracking," it will allow service providers to know, within a few metres, where a call is coming from—critical information for emergency teams. Washington has ordered cell providers to implement location tracking by mid-2004.

Canadian carriers face much stiffer deadlines. But market forces may make it happen in Canada anyway. Executives of cellphone companies are location tracking is one of two key foundations for the



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Web-surfing by cell is not yet the colourful sensory experience of the desktop

here and a clear 3G connection. One is the tangled mess of technical standards. After adopting a patchwork of proprietary specs for 1G and 2G telephones, Canadian networks—and their cellphones—generally don't work with operators in Asia and Europe. Some operators must now decide whether to stay with their existing technology or adopt 3G specs in order to use around the world.

Then there's the money. To operate cell networks, companies license radio spectrum from governments. It used to be virtually free. But in the past decade, governments realized they could profit hugely by putting it up for auction. In April, winners of one batch of spectrum in Britain paid \$50 billion for their prize. In August, spectrum in Germany drew bids worth \$86 billion. Since then, industry observers have questioned whether investors will be able to bear the combined cost of spectrum and expensive new wireless networks without buckling. Industry Canada's new spectrum auction is in January and analysts will closely watch what companies pay.

Adding to the carriers' troubles is another quirk of the marketplace, where companies long ago got into the habit of amortizing new subsidies by subsidizing the cost of their hardware. Canadians grew accustomed to getting cellphones, which often cost the company \$300 or more, for as little as \$6, so the ads say. Now, more sophisticated handsets wholesale for close to \$500 and carriers are eager to close the gap. Moreover, meanwhile, will keep their eye on how con-



Packing a phone at a Toronto festival: 4,700 new wires a day

sumers respond to the first wave of Internet-by-phone services, offered by some Canadian providers since earlier this fall. Given encounter screens offering such items as instant stock quotes, online banking and Web-based news. But surfing by phone is not yet the colourful sensory experience it is on the desktop. For one thing, only about 24,000 of the Web's two-billion-plus pages of information have been re-produced in Wireless Application Protocol, or WAP, which reformats their content—text only—for the smaller cell screens. Most reviewers also consider WAP—adopted widely in North America and Europe—inferior to the competing i-mode standard, deployed by Japan's NTT DoCoMo. And even i-mode's boss, Keiichi Enoki, said last week he thinks many telecom companies have overestimated just how savvy—both technically and financially—3G will be.

Maybe cellphone nirvana won't happen as fast as AT&T's Zelig and others like him believe. Even so, an estimated 4,700 Canadians a day add their voices to the wireless conversation. One of them may be among at the next mile right now. For better and worse, cellphones have entered the culture and they're not about to shut up and go home.

Web: Brenda Russell in Montreal, Dorela Haneabala in Toronto and Brian Bergman in Calgary

Brains and cells

Could cellphones be hazardous to your health? The question has dogged the cellphone industry ever since David Raymond, a St. Petersburg, Fla., businessman, went on *Loopy King Live* in 1993 and blamed cellphones for the brain tumour that eventually killed his wife. The ensuing publicity prompted a spate of scientific studies that—despite some disturbing findings—have been viewed as inconclusive. A 1997 Australian study reported that mice exposed for an hour a day to electromagnetic fields of the kind created by digital cellphones devel-

oped cancer at nearly twice the rate of mice that were not exposed. And last year, U.S. scientists found evidence of biological changes in blood cells exposed to the type of radiation emitted by the handsets. They also reported a twofold of certain kinds of brain cancer among cellphone users.

Still, the consensus among scientists and health officials is that the case against cellphones has yet to be proved. After reviewing the evidence, a panel of experts advised Health Canada last year that existing cellphone regulations were sufficient to

protect Canadians. Barry Glickman, a University of Victoria biologist who was on the panel, notes that "when you look at the studies pointing to possible risk, you usually find they are small and poorly executed." Glickman thinks cellphone safety needs further investigation, but the chance that they might be dangerous doesn't affect his own cellphone use. "I think there are a lot of real problems in the world," says Glickman, "without going around looking for new ones."

Mark Nichols



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Welcome to
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Testing chamber at Nokia's
Nanos Research Center: taking
to mobiles like ducks to water



Wireless Nation

By Barry Carr in Helsinki

From his rooftop office, Jarkko Virtanen can see the future. It is, he claims, laid out right below, in what seems to be no more than a muddy parking lot on the shores of the Gulf of Finland, where a vast bank of seawater roils under the stiff Baltic breeze. "You are looking down at what will be the world's first virtual village," says the bespectacled 35-year-old vice-president and co-founder of a pioneering software company called Digital Information Architects, or Digia. "The place will be largely wireless," he continues as he digs a cellular telephone out of his breast pocket. "You will also be able to do almost everything with a device much like this PDA button and you can order the groceries, turn on the oven, open your front door, start the car, check out bus departures, find out exactly where the lost are and exactly what kind of trouble they're getting into."

Welcome to Finland's "mobile information society," where there is a revolution under way, one that may put the Internet in just about everyone's pocket. Virtanen's virtual community on the Helsinki shoreline, not far from the spot where the

Finnish capital was founded 450 years ago, is merely one among dozens of cutting-edge projects that are transforming a sparsely populated northern land into a global laboratory for the development, manufacture and use of cellular telephone technology. Finland is, of course, home to world-beating Nokia, the company that sold close to one in every three of the 400 million cellphones purchased around the planet this year. It is also the country where the mobile phone has penetrated more deeply into the fabric of everyday life. In fact, there are more mobile phones in Finnish homes than there are traditional fixed-line telephones. About four in five households—and more than 70 per cent of the country's 5.3 million people—now have at least one cellphone. "Unlike Canada, everyone here has a mobile," says Canadian-Danish Sushonkos, a recent Nokia recruit. "They're so ubiquitous that they've become almost invisible, like electricity. And that has turned the place into the world's one-bid for cellphone technology."

Virtanen's project—known as the Helsinki Virtual Village—is a case in point. Send money for the billion-dollar de-

velopment came from the Finnish authorities, but the scheme itself is a joint endeavor of a platoon of global leaders in information and communications technology. Digin is providing the software applications, IBM the hardware base, Nokia the wireless terminals and Sonera—Finland's largest telephone operator—the wireless links. The underlying software platform will be supplied by the relatively new Symphon alliance, itself a consortium owned jointly by Nokia, Ericsson of Sweden, Matsushita of Japan, Motorola of the United States and Pirelli of Britain. Headquartered in London, Symphon was formed in 1998 to create common standards for global markets that will allow the coming third generation of mobile phone networks to talk to—and work with—each other.

Over the next few years, the fruit of all this co-operation is scheduled to rise from the mud in that parking lot below Viirinen's terrace. There are already 300 computers in the area, providing 3,500 jobs, as well as a talent pool of 2,500 students attending the nearby University of Industrial Design. By the time the project is completed in 2010, there should be 25,000 people living, working and going to school in Helsinki's Virtual Village. All will have access to an array of leading-edge technology. "Everything we can think of will be there," says Viirinen, lapsing for a mo-

Viirinen is cutting-edge enough to create 'the world's first virtual village'

ment into the acronym-peppered jargon so beloved by techies everywhere. "There's already a broadband fibre-optic net in place. And WAP-enabled GSM, of course. Soon we'll have GPRS, then the full 3G, LAN, Bluetooth and navigational mapping system utilizing existing GPS networks."

What all of this translates into is a place where the Internet and the mobile phone finally converge. Everything will be online—doctors, hospitals, schools, libraries, restaurants, cinema, transport, shops, even the local barber. And most of it will be accessed by what the technologically oriented like to call WIDs, or Wireless Information Devices. Essentially, they are the next generation of mobile phones, capable of transmitting not only voice and data but also moving images at lightning speed and pinpointing the user's location. "The Virtual Village," vows Viirinen, "will exist as a model where we can see what kind of services people want to use and what

Manners, please

Poor Post knows about etiquette.

Post is the great-grandson of Emily Post, the connoisseur of manners who literally wrote the book on good behaviour. As a director of the Burlington, Vt.-based Emily Post Institute, he recalls how he recently watched three businessmen sit down to lunch. Barely two minutes later, one man proceeded to place a call on his cellphone, ignoring his companion. The two men clearly did not appreciate the snub. "Their body language," says Post, "went from being in a friendly, good situation, to being very cold and very frustrated."

Cellphones have been around long enough that their owners should know by now when and

where to use them. For those who still do not—and clearly there are many—here are some gentle reminders from Post, the Canadian Wireless Telecommunications Association and other well-mannered sources.

❖ **It seems so obvious, but—**keep your voice down. Not everyone, believe it or not, is as fascinated as you are in how the Maple Leafs/Sixers/your office mate Mary made out last night.

❖ **Another date turn off your pager in business meetings.** Not to mention theatres, cinemas, restaurants, libraries, classrooms, gambling dens. Modern phone features—voicemail, call display, vibrating signals—leave no excuse,

even if you just have to take that phone-a-friend call from Rylee. Or in the lobby, of course.

❖ **When driving, pull over to the side of the road before talking, or use a hands-free kit.** While it is a manners issue, or safety? Both. Other drivers will appreciate your courtesy or not causing a horrible accident.

❖ **The well-brought-up cell user avoids making calls from a bathroom stall.** (Even though, yes, often do.)

❖ **And for cell-less outdoorsmen:** Try to be tolerant. Remember the spirit of Hyde Park—speaking in public places is supposed to be a right.

Danylo Hruschko

Photo To Go

Video



The Palm® Treo handheld. Bring your family on a business trip. Carry your memories in your pocket. Make a map read like a good book. Zap a technicolour alarm. The Palm Treo handheld brings the ever-growing universe of Palm applications to life in vividly rendered colors. Simply amazing.



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effect they will have on people's lives."

All of which presupposes a population with both the skills and the inclination to manipulate the new phones. In that sense, the vast majority of Finland's inhabitants are already there. "They have," says Nokia's Sørensen, "taken to mobiles like those proverbial ducks to water." The Calgary native, a 27-year-old political science graduate of the University of Alberta and the College of Europe in Brugge, Belgium, was plucked from a lobbying job in Brussels earlier this year to handle communications for the Nokia Wireless Organisation, a branch of the company set up to develop new products and businesses. He is typical of Nokia's worldwide recruitment drive, a process that has seen the 105-year-old company grow from a local manufacturer of rubber boots and such for the neighbouring Soviet market during the Cold War into today's globe-spanning conglomerate with 66,000 employees and facilities in 11 continents, including three in Canada. On his arrival in Helsinki, Sørensen confesses that he was struck by the Finns' "only familiarity with their mobiles." "They don't even call them phones," he points out. "To a Finn, a mobile is a *sielähäkki*. The word is difficult to translate but it derives from the Finnish word for hand. The mobile is, in short, an extension of the hand, almost as if it was a part of every Finn's body."

Sure enough, on the streets of Helsinki, almost every other inhabitant seems to have a mobile jammed to his ear. And they are doing more than simply talking on, increasingly, sending SMSes—brief Short Message Service texts. Kari Sørensen, vice-president of Sonetia Information Society Unit, takes it upon himself to personally conduct a guided tour around Finland's elegant seaside capital to demonstrate what can be done with his own trusty *sielähäkki*. "Wielding the phone, he punches up a shoreline on a carside buffering device, buys a Pepsi from a nearby vending machine, a candy bar from another, a bag of peanuts from a third, an instant photograph from a fourth and, finally, uses his mobile to raise the Baltic game from his car by activating a fully automated car wash. "And that's really only the beginning," says Sørensen. "We have dozens of pilot projects under way at the moment that will allow a customer to use his mobile to buy a ticket to the movies, pay for a restaurant meal or check with his doctor on his latest blood pressure readings. Pretty soon, we'll have a server in place that not only allows you to find and book an airline flight but also lets you know if the plane is on time and even begs you to tell you the boarding gate is open."



Working on a keyboard-equipped phone in Sola, Finland: globe-spanning conglomerate

"It is bringing changes to society as profound as those from the automobile"

There's no great mystery about the underlying motivation. "It all goes on your phone bill, of course," grins Sørensen. Mobile communications are already a money spinner for Sonetia, providing just over half of the company's \$2.5 billion in total revenue last fiscal year. From January to June of this year, mobile turnover amounted to 56 per cent of total revenues. In contrast, income from fixed-line telephone services, both voice and data, continued to decline, amounting to just 18 per cent of revenues. "Look at the figures," says Sørensen, "and you can see which way events are trending."

Mobile phone use in Finland is so pervasive that it is beginning to spawn academic studies. Tarmo Korpunen, a sociologist at the Helsinki University of Technology, published *The City on Your Pocket* earlier this year, a short monograph on the subject funded jointly by Nokia and Sonetia. "We're still only beginning to understand the phenomenon," he explains, sitting in his office just down the road from Nokia's headquarters—all glass, steel and blond wood—in the Helsinki suburb of Espoo. "My guess, however, is that the mobile phone is bringing about changes to society as profound as those introduced by the automobile."

Finland's young, in particular, have taken to the mobile. Penetration among Finnish teenagers and young adults is nearly 100 per cent. For them, exchanging text messages is as popular as voice contact. They have embraced e-mail's traditional sideways-postcard shorthand (such as :-) for happy and :-P for kool). Off-colour depictions, including male and female genitalia, proliferate. "Young people are very creative," says Korpunen. "They have internalized the whole idea of belonging to a mobile telephone network." Which probably means that success is awaited for that virtual village beneath Jarkko Viiranta's terrace. In Finland, at least as far as mobile phones are concerned, the future is already here. ■

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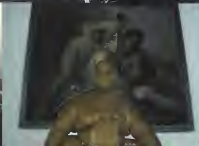
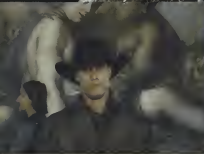
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Make It Your Home

Not quite the last picture show

Conventional 35-mm cameras are gradually giving way to their digital counterparts as prices fall and quality rises. The movie industry, which relies on bulky rolls of 35-mm celluloid to screen its blockbusters, has been much more resistant to the brave new world of digital images. But that is changing. The Boeing Co. recently teamed up with Texas Instruments Inc. for the digital premiere in Manhattan of the romantic drama *Boysen*, starring Ben Affleck and Gwyneth Paltrow. While digital projection is not new, Boeing's earlier division added a nearby bearing the movie directly to the venue.

Some point, film critic Roger Ebert among them, believe digital movies take away the "magic" of film, but its



Affleck and Paltrow in *Boysen*: digital

champions note the image is crisp, does not degrade and could save \$2.5 billion a year in film printing and distribution costs. For the *Boysen* premiere, Boeing

staff in Tulsa, Okla., beamed a compressed and encrypted file to an orbiting satellite, which relayed the movie to a Times Square cinema equipped with 400s (Distributors can also use a fiber-optic network). Once sized and decided, the movie was fed into a digital projector from Texas Instruments. While the test showing went well, the estimated \$200,000 cost of converting each screen is expected to be a hurdle for theaters owners. "The most optimistic conversion plan," says Paul Bonello, a Texas Instruments manager, "would say that perhaps there might be a few hundred of these installed in the second half of next year."

Pentium next

Intel Corp. took its best shot at real chip-maker Advanced Micro Devices last week, introducing the Pentium 4 processor. With 42 million transistors, the new chip runs at speeds of 1.4 and 1.5 gigahertz. Its design largely benefits multimedia Internet users, processing graphics and video better than previous Pentiums. But some analysts noted the Pentium 4 shows little improvement over AMD's faster Athlon chip, and in some cases is actually slower.

Cool Site

Click and give

Several online sites are making philanthropy easy. Vision to Vision (visionto.com) now can click on a banner and automatically donate one cup of a staple food to the hungry. See sponsors pay for the donation. These sites, many of which can be found at www.giveonline.com, usually limit people to one donation per day.

Dwayne Hensel

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Eco- and
adventure-tourism
are becoming
mainstream
travel options
by Raju Mudhar

rough SPOTS

The one good thing about driving in Mongolia is that it's so hot, but it's not a problem. The roads are unpaved, but the one of the most popular modes of transport, delivery and some of the best, is the driving in trucks is "back-wheel" compared to North America. It's important to note that when riding a "back-wheel" truck, the driver is the opposite of a horse.

"It's a lot of excitement," says Tom Githens. "When you pull the reins, they don't start running like in the direction you want going."

The other thing to remember about Mongolia, according to Githens, is to stay away from the market, because that's how intense the Russian oligarchs, which still exist in the country, spread. Beyond these warnings, Githens is a travel consultant for The Adventure Centre, coasts the recently-visited Mongolia as one of the bright spots of his many pursuits.



Wildlife seeks in Antarctica

He and his wife got a drive and an interpreter and toured around the country. Githens is a stockpile of advice from his many pursuits over the world. It's a very nice thing to have of his job and one that his boss, Anne Foster, also takes advantage of. Foster has been working at The Adventure Centre for 15 years and has seen the explosive growth in the area and how it has changed.

"You know when I first started, we had a lot of people in the bar and as you industry became a lot of their money was lost here. We did have as much of their money," she says. "Now, it's incredible amount of combinations of people that we're going on these trips. We have a lot of people in their 20s and

30s that either aren't going to have children or don't have them yet."

As well, there has been huge growth among the early retirement set. The group that ideologically moved to Florida as far as possible is now going to find in Nepal.

One reason is that the eco-adventure has been around long enough that it's really being its "niche" tag. People expect more from travel now than just the fly-and-flop weekend of the past, where the main activity was something unexciting and the drink. It's about the search for meaning in a more harrowing world — the search for something radical. With so many travel options, it's rapidly becoming a very hardy form of work fulfillment of almost any kind.

Adventure tourism is now moving areas where it's never before been allowed, as a means to provide additional sources of local revenue. In the Philippines there's a Jungle Survival Course that was used by the American Military as a training facility. Now it has opened the door to tourists, who can arrange anything from a two-day to two-week course in the jungle with a guide. Similar ranger training courses exist around the world.

For many adventure travelers, it's the drive for more educational components that is the strongest factor. Traveling has always been about new horizons, but with so many destinations, the focus is a lot of the eco-adventure travel is so much about learning, as it is about enjoyment. Frankly, these days it's almost better to ask what you can't do, other than what you can.

At the ultra high end, and probably the most extreme of travel options, just take a look at another cash-strapped military organization: offering a vacation option where very few have gone before. Recently, the Russian Space Agency has opened its doors to the rich willing to pay US\$75,000 to train with actual cosmonauts, just at this point.

For 44-year-old Brian Walker, who remembers watching the Apollo launches, it was a dream come true. "I remember being a kid and watching those missions. I knew that I just had to one day get up there [in space]," he says. "This now opportunity offered me a chance to live part of my lifelong dream."

Photograph by: Arnyo Vukobratovic and David Steiner. Cover photo: Christopher J. Anderson and the Agency



NAUTICA

A NEW ADVENTURE IN FRAGRANCE





Top to bottom:
Rappelling in a canyon in Guatemala, El Limón
Monks at a monastery in Kathu, Myanmar (Somnath Bhatia)
Hiking the Karakoram Highway near the Pakistan border in China
Walking the dunes in Gossweil in Namibia, Africa

"The facilities are a little bit spartan, and it seems kind of disorienting, but all the equipment still works, and they are still knowing their way around and they insist on it wonderfully." Walker wasn't sure who also would be crazy enough to go on the trip, but was pleasantly surprised to find that there is a bunch of space buffs like himself.

He firmly believes that Space is the next great tourist arena. Others agree, and market research suggests that space is a huge tourism opportunity. Another recent development, the X-Prize, is a competition that is trying to launch development in space travel. It's a challenge that has been to go to orbit 100 kilometers into space, orbit for 15 minutes and then spend the previous two weeks later with a million dollar prize. To prepare it is to start research and development in space exploration and tourism. It's not a new idea, however, at one point, Pan Am once always sold advance tickets for whenever their test trip into space would be. Space tourism may be a long way off, but in terms of travel, the sky may not be the limit for much longer.

GETTING FOOTLOOSE

Space aside, one of the best things about the eco-adventure trend is that we're looking at the world with an even more scrutinizing gaze. The world is opening up, and more and more people are searching, discovering and finding lost pleasures, and trying to walk where few before them have ventured.

"That's probably one of the biggest draws for people. Instead of our trips are to providing countries when you're seeing cultures that have yet to be witnessed," says Fasile.

The most popular of the adventure travel exploits is hiking or trekking. From taking the Trans Ambohi Trail to climbing Machu Picchu in Peru — you name it — these days if you have feet, you can walk it.

**Space is the next great tourist arena...
the sky may not be the limit for much longer.**

And as for becoming the one of the most popular places to go, The Big One there is the beaches, many of which could very soon be extinct. "On taking the mountain gorilla was absolutely fantastic," says Fasile. "But to be honest, political situations in that part of the world, there have been times when it wasn't a good place to visit. For instance, politics in Indonesia preclude going to see the mountain orangutan."

While the political situation in many countries has been volatile, many view tourism as a lifeline to their stumbling economies. And more and more countries are opening up, like Libya, which is a newly available destination.

"The thing about eco-adventure travel is that it's more than just education, it's a look into it changes people. Once they're in a place that is completely different from where they're from, they begin to care about it. They become concerned about it and then can open their eyes to it," says David Green, a freelance expedition leader who's been all over the world.

CALL OF THE JUNGLE

Diana Lee agrees. Her first trip out of Toronto was on a contract teaching English in Honduras. While there, she met up with a friend and went for a three-day trek into the Amazon.

"I am the most high maintenance person I know," says Lee. "On the trip that we went to a falling village and then we met with a group of about six or twelve people. For the most part, they kept us in a group but you could go at your own pace. For most of the trek, I was miserable. Like when we went to go see Angel Falls, it was a climb pretty much straight up for an hour and I felt I hated it."

It was once she reached the top and got to relax that it seemed worth it. "It was fabulous. I never before felt like the place, the view that I was so different from anything I've ever seen."

But Lee isn't to her high maintenance ways, refusing to relieve herself in the jungle. "I know, girl, who got person, you using a toilet, you know. Not for me, thank you." Despite that, the trip did change her view on travel.

Photographs: Anne Bailey, The Adventure Company

Fahrenheit



Dior

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ultimate
skin

Why skin care
is quickly
becoming
a guy thing
by Alix Fuller

Women have known all about the importance of proper skin care for years and now men are starting to understand that too. Well, not *just* for skin with the word you're smart enough to look your best both in social and professional situations, and it looks better longer—and younger!

A good skin care routine doesn't have to be time-consuming and complicated and you'll be glad to know that there are several great skin-care lines designed specifically for men.

the basics

The first step is to keep your skin clear. As to comprehensive skin products for skin care, Clinique has Face Soap, for instance, for normal and oily skin, both come in a generous sized bar which could last you up to three months.

If you prefer gel, there's Non Drying Facial Cleansing Gel from the Boitman Horne line. It's formulated without soap, and is designed to soften skin and prepare it for shaving.

Deodorizing Cleanser, also from Boitman Horne, is great for oily skin that's suffering from the effects of pollution.

the cleanest shave

Clinique has three great types of razors:

- Press skin with an adjustable, retractable ingrown hair and smooths the way for a closer shave.
- Wash with warm water; hot water can over dry skin and cause tiny blood vessels to appear near skin's surface.
- Shave in the shower or immediately after. Shave in warm water, soothe face with moisture and make skin more pliable for an easier shave. BUT, splash on cold water right before shaving to tense skin just enough to let the hair stand an end for a closer shave.
- Shave twice with a clean, sharp razor in the direction hair grows, and change the blade every three shaves.

skin prep

Clinique's Shuffling Lotion comes in four different strengths which contain varying amounts of the company's signature active ingredient, salicylic acid. It unclogs away the top layer of dead skin cells so new cells can emerge—your skin looks healthier and has a smoother texture.

moisture is crucial

Now it's time to moisturize, an essential step to reduce facial moisture and alleviate dryness and irritation. Clinique's Oil Lotion and Face Lotion, Oil-Free Formula (for oily skin), and Active Moisturizer and Hydrator Deodorizing Moisturizer from Boitman Horne are lightweight and absorb fast without leaving a sticky residue. Sport-Ready designed for oily skin, Boitman Horne's T-Pur Anti-Oil Moisturizing Fluid with hydroxyethyl-urea also helps return for a matte finish all day.

shaving made simple

Likely, your biggest skin care challenge is getting a good clean, close shave without nicks, cuts and post-shave redness and irritation. Help is out there!

Clinique's M Shave Afters Gel, for all skin types, works to moisturize, and soothe skin before, during and after shaving. Crestal Shave contains a unique balance of board-penetrants

emollients and skin soothers designed to soften the beard for the closest shave possible.

If your skin is sensitive, you'll want to try Sensitive Skin Care Shave from Boitman Horne. You get a close shave and your skin is protected from cuts and irritation. For oily skin, T-Pur Anti-Bacterial Close Shave with Hydroxyethyl Urea deep-cleansing, anti-bacterial and antiseptic action.

Deodor for Men is a new line that is based on a unique new product, Anoscentone. Horne is used with the line's shave and after-shave products to prepare skin for shaving, help prevent post-shave irritation, keep new oils and boost the efficacy of other skin care products you are using.

Deodor for Men's Reveal Close Shaving Cream and Postage Express Shaving Foam Gel are fortified with all kinds of natural ingredients like Aloe Vera, Aloe Butter, almond oil and chamomile flower extracts for a comfortable, close shave.

post shave soothers

So, what now, could you say, or how good your shaving product, you might end up with some redness and irritation after shaving.

Clinique's Post Shave Moisturizer gel into very red and often to help soothe skin and cool redness and cuts.

From Boitman Horne, there's Race Born Eliminator Soothing Balm Alcohol Free (especially for dry skin) and Active Shave Repair System Sensitive Skin—a good antidote of soothing, moisturizing products for irritated skin types.

If you'd like a little fragrance too, Calming After-Shave Gel from Boitman Horne's new Aqua-Fragrance line is enhanced with an invigorating citrus-scented scent.

La Clinique has Horne's Moisturizing After Shave Balm and Calm Post Shave After-Shave Gel from Deodor for Men are both formulated with natural ingredients like aloe extract and "beeswax extract to soothe and calm post-shaved skin.

time to go your way

The effects of pollution, stress and overexposure to the sun's UVANNE rays accumulate over time and your skin pays the price. What should you do to keep your skin looking as young and well as you feel?

Clinique's Tinted Moisturizer Lotion is a combination exfoliator and moisturizer that soothes and smooths skin, improving not only its look and texture, but its shewability as well.

The secret to skin care, which normalizes the process of skin renewal, improves blemish-prone skin, reduces the appearance of fine lines and the effects of sun damage and limits oil skin flare.

And, if you're happy Tinted Moisturizer Lotion before going to bed, you'll get a more comfortable, soothing shave in the morning and less redness and irritation.

Don't show the first signs of aging should benefit from Total Care Revitalizer. The look gel from Boitman Horne moisturizes, revitalizes and protects skin—a simple, easy comprehensive skin care product.

If you're seeing wrinkles, skin might check out Boitman Horne's Active-Wrinkle Smoother. It helps smooths the look of existing wrinkles, keeps cell activity and works to prevent new ones by screening UVB rays with Mexoryl SX, a patented UVA filter.

Photography,
Richard Stalder
Model: David D
at M.I.M. Personal
Management
Grooming: Prof. Langil
at Studio Group.

take notes

Here's what's new and noteworthy



Boucheron Eau de Parfum Sparkles with Beauty

Because Boucheron is a jeweler and perfume-maker, all of its perfumes are jewels. The new Jewels Edition has a better hand set with two rows of Swarovski crystal cut like a diamond to sparkle with beauty. For Christmas, the fragrances of eternal femininity sparkle like diamond jewelry. Available at Eaton's, The Bay and Nord's House.

L'Artiste Longitude

A new fragrance line Nautica designed for the modern adventurer. This modern scent is a unique handcrafted fragrance created with great attention to detail. The fragrance is fresh and sensuous. The Eau de Toilette Spray is packaged in a rich cobalt blue flask and is accompanied by an extraordinary splash cologne for the face and body. From L'Oréal Parfums, L'ARTISTE LONGITUDE is available at fine department stores.

ColorGels for Men

The first no-ammonia semi-on-time coloring gel for men that gently and naturally blends away the first grey hairs in 10 to 15 minutes. Available in seven natural shades it's fast and easy to apply. Simply follow the ColorGels in color guide found on the side of each pot. The results last for six weeks. From L'Oréal Canada, available at most drug stores.

"Sexualites... Shorter is Better" Couples Makeover Contest!

In 100 words or less tell us how you met your significant other. Grand prize includes a makeover for 2 featuring Short Cuts Hair Care. 1 trip for 2 to Toronto including airfare, \$200 spending money per person per day, three nights stay in the Novotel Hotel and a stress-free day of pampering at the acclaimed Jeremy Capelle Salon and Spa. Plus contestants will win a secondary prize at a Short Cuts Hanging Tailors Kit filled with Short Cuts High Performance Hair Care. Mail one photo of you and your partner along with your names, mailing address, telephone number, age, plus your occupation to: Sexuality International c/o Short Cuts Makeover Contest, 255 Main Street, West, Mississauga, Ontario L5H 3G3. Contest closes January 31, 2001. For complete rules, send a self-addressed stamped envelope to Sexuality International. Approximate value of the prize: \$2,000. Based on Vancouver location.

Now and Improved - Just for Men

From the leader in men's hair colour, Just For Men has a new package along with an improved formula with Vitamin Enriched Conditioners. The new Just For Men contains Vitamin E, Aloe and Chamomile for thicker and healthier-looking hair. The thick, no-drip formula is easy to apply and will effectively colour grey hair, but won't change your natural hair colour. From Corbe Inc., available at drug stores and mass merchants.

Fabrexlite! - The fragrance of men who pursue their dreams

Twelve years ago, Parfums Christian Dior launched Fabrexlite, an innovative fragrance for men, breaking with it an enduring philosophy of fantasy and freedom. Throughout its twelve years it has conquered men (and women) with its subtlety and stability. Now it's leading in the race of the worldwide top ten fragrances for men. Available at department stores, farm stores, to coast.



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Couples Makeover Contest!
Details on previous page.



Deirdre McMurdy

A brand called Martha

It's seven o'clock on a grey Saturday morning in November, but the tension dripping through the room is palpable. For several hours, people have been bustling around the restaurant and bar area of a downtown Toronto hotel, artfully arranging displays of pots, pans, dishes and cutlery. Fresh fruit juices are decanted into gleaming glass pitchers, warm muffins are nestled into linen-lined baskets, fragrant blossoms are elaborately arranged to look casual. After all, this is no coffee klatch: this is a Martha Stewart kitchenware product launch.

When she finally arrives on the scene, delayed almost one hour by the ferry from Toronto Island Airport where her private jet has landed, Martha makes it clear she's not amused by the experience. However, as her many handlers hover anxiously, proffering coffee and water, she quickly regains her composure and her laser-like focus on the subject at hand: Martha Stewart Living Oranmidea Inc. and its increasingly diverse retail division.

Dressed in an austere grey suit and brown Hermès riding boots, Stewart is imposing and in complete control of her environment. She speaks in a low, authoritative tone, frequently referring to herself in the third person. It's a little disconcerting, but then, these aren't too many people who use corporate conglomerates and institutional brand names, as well as individuals.

By now, her story is as well-known as her madcap cash-purse. "It's a good thing." A literary graduate and former stockbroker, she began asserting business in the kitchen of her married, 19th-century Connecticut farmhouse in the early 1970s. That led to the publication of several cookbooks and guides for weddings and entertaining. She branched her magazine, *Martha Stewart Living* in 1991 with backing from Time Inc. Five years later, Martha Stewart Inc. became Martha Stewart Living Oranmidea, reflecting her push into cable television, syndicated newspaper columns, how-to books and radio shows. In October, 1999, she returned to *Wall Street*, taking her company public while retaining majority control.

At a time when convergence has become the hot, new thing for media companies, Stewart is well ahead of the game. Long ago, she figured out the benefits of distributing proprietary content across a range of media—as well as the aggressive use of cross-promotion and strong branding. "Initially, we worried that moving into television would cannibalize our magazine sales," she admits. "But we quickly discovered that it only contributed to growing circulation."

In fact, while magazine industry circulation and advertising sales have come under pressure, Stewart's publishing arm looked a 6.5-per-cent increase in circulation in its second

fiscal quarter, while ad pages increased by 22 per cent. She has recently expanded the scope of her publishing division, taking *Martha Stewart Living* monthly and adding a quarterly magazine focused on babies. "We have a strong niche market in weddings, so babies are a natural next step in the whole process," she explains. She says she is also contemplating a move into the leisure travel market.

On the retail side, Stewart has partnered with Kmart and Sears, Roebuck & Co. in the United States and Zellers in Canada to bring her line of housewares and bed linens to market. She has developed her own line of paints with Sherwin-Williams, which are sold along with Martha Stewart garden tools and her line of outdoor furniture. "We developed products as a natural offshoot of the 'how-to' focus in our magazines and television shows," she says. "It generated huge interest and demand. We now enable Internet sales to accomplish the projects we demonstrate. We've built our brand based on our reputation as providers of trusted content."

With the North American market now well-saturated by her advice, products and presence, Stewart is already expanding her global media reach. Her programs are currently dubbed and distributed through Europe and Latin America. And in early October, she rolled out her television series (with plans for a magazine) in Japan. She insists that her brand image has proven to be easy to export because "there's been a real blurring of all cultures and geographic lines—globalization is certainly a reality in the domestic arena."

But one area that has proven to be more of a challenge is the Internet. Martha Stewart Living Oranmidea allocates about \$48 million annually—about 14 per cent of total sales last year—for online operations, including a Web site and product sales through *BlueLight.com*. Although the division is still losing money, Stewart says it's a core element in her corporate strategy. "Sure we've had a chafe on it," she admits. "But it will grow from here. And our strong brand has protected us from the worst."

Analysts remain bullish on the prospect for the company, forecasting cash-flow growth of up to 20 per cent a year over the next several years and a doubling of Oranmidea share price. There is, however, the persistent issue of extreme corporate leverage—the focus on just one person.

Does that emphasis concern Martha Stewart herself? As with every other detail of her operation, it has been attended to. "There's now a corporate structure in place, we've addressed succession head on," she declares. "We're well-represented by others editorially in merchandising and distribution." For shareholders and fans alike, "it's a good thing."

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CANADA AWARDS for EXCELLENCE



The Canada Awards for Excellence is Canada's most prestigious national recognition program for organizational excellence. It honours organizations that have made a conscious commitment to quality initiatives and a healthy workplace. The Canada Awards for Excellence are presented by the National Quality Institute (NQI) and have a sixteen-year history of celebrating quality principles and practices in business, government, education, and health care.

Left to right: William L. Amos, Esq. Vice
Chairman, Canadian Delivers Canada Life
and NQI Board Member; Audrey Spence,
Delta Hotels Employee; Steve
Aldrich, Delta Hotels Employee



An independent, not-for-profit organization, NQI is regarded as a national leader in the design of quality principles, practices and certification. Quality is about leadership, it speaks to the teamwork inherent in organizations that make a conscious commitment to adopt quality principles and practices, which lead to certification based on criteria established by NQI. The Canada Awards for Excellence are presented each year to businesses and organizations who, through their commitment to excellence, have met or exceeded these criteria.

This year to assist Canadian organizations in their pursuit of quality principles, NQI has successfully launched the Progressive Excellence

Program (PQP). Canadian organizations can now gain recognition during their journey to excellence. The Progressive Excellence Program is based on NQI criteria and is a goal-driven approach that celebrates each step an organization makes in its journey to excellence and leads to NQI certification at four levels. Organizations that achieve the highest level will be strong candidates to receive a Canada Award for Excellence Trophy or Certificate of Merit in 2001. All Canadian organizations, large and small, private and public, are invited to learn more about the journey to excellence by visiting the National Quality Institute website at www.nqi.ca or by calling 1-800-653-9646, ext. 142.

CANADA
AWARDS FOR
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Aeronautical and Technical Services – Natural Resources Canada Renewed and Revitalized

TROPHY RECIPIENT – QUALITY AWARD

The lives of thousands of people depend on the work performed on a daily basis by the Aeronautical and Technical Services (ATS) division of Natural Resources Canada. "For us, our clients and Canadians, quality matters!" explains Paul Laffren, director of ATS. "We publish Canada's official aeronautical charts which are used by pilots and Air Traffic Controllers. As well, we produce on demand the maps used by emergency personnel and National Defence. ATS has a third role as a supplier of cartographic imaging and printing to other government agencies."

The 71 employees of ATS are a highly skilled group of cartographers, graphics engineers and digital imaging and printing specialists. Their roles are extremely demanding because they must fulfil, as part of an international agreement, the responsibility of creating and revising about 130 aeronautical charts and publications every 35 days. During each cycle, ATS staff receive and interpret hundreds of revisions that must be translated into thousands of drawings for the charts and publications produced by ATS.

In addition to the challenges imposed by its 365-day cycle, ATS saw its budget cut by half in the 1995-1996 period. In spite of its challenges, ATS has flourished by adopting and implementing the quality principles and initiatives outlined in the National Quality Institute's (NQI) criteria. ATS is the first federal government organization to be awarded the National Quality Institute's Canada Award for Excellence.

"The results we have realized as a result of working with the NQI criteria have been tremendous for the agency team," explains Neil Gross, Manager, Quality Management System. ATS now consistently meets or exceeds its targets in production and printing. ATS has focused on teamwork and employee morale through a reward emphasis on training, education and skills development. Client focus meetings, market studies and dedicated project meetings have greatly improved customer satisfaction.

Employees are encouraged to be involved in all aspects of the business and feel empowered, responsible and accountable. Their clients call on them for their recognized expertise. A trusting relationship between management and staff has fostered a commitment to quality.

"We have made significant improvements in leadership and planning," explains Laffren.

"Management and staff looked at what, why and how we do things and streamlined it to the essentials. We examined what worked well within our organization and started with our achievements and worked out from there. It was a tremendous process of renewal and has been received very well by staff, management and clients."

The B.C. Transplant Society Making Miracles Happen

TROPHY RECIPIENT – QUALITY AWARD

It is a place where miracles happen every day and in 1995, 192 people in British Columbia received the ultimate miracle after undergoing a life-saving organ transplant. These transplants would not have been possible, however, without the generosity of families and individuals who indicated their wishes to be organ donors. The British Columbia Transplant Society (BCTS) strives to support all transplant patients and their families through this emotional medical process with compassion and professionalism.

BCTS provides the essential services critical to facilitating organ transplantation. The society co-ordinates all aspects of organ donation and transplantation including a donor and recipient database, the living donor program, patient care, public and professional education and research initiatives into new treatments. It is a Canadian leader in the field of organ donation and its continuing quest for excellence has provided an essential model for other Canadian organizations.

"Transplants are cost-effective," explains Sally Greenwood, Communications Manager for the transplant society. "For those with kidney donors, the average cost of dialysis treatment is \$50,000 a year. By comparison, the one-time cost of a kidney transplant in British Columbia is approximately \$60,000, with an additional yearly cost of about \$6,000 for anti-rejection medications. More importantly, however, transplant enables recipients to have an enhanced quality of life and to once again become contributing members of society."

Quality is now an essential part of the culture at the BCTS. The society operates a 36-hour toll-free helpline and a regional clinics throughout the province and then a total of 60 employees. Using the National Quality Institute's criteria for excellence, the B.C. Transplant Society recently completed an overview of all processes and procedures taking place within its organization. The results from the society were named a Trophy recipient of the National Quality Institute's Canada Award for Excellence.

"This was very worthwhile for us," says Greenwood. "Not only were we able to objectively look at our processes and improve upon them, but our ability to work as a team was greatly enhanced."

The Society's work in the area of these quality initiatives has resulted in a variety of benefits. Increased employee morale, improved technology to develop and expand the donor database, and a further strengthening of the Society's mission to deliver exceptional patient care, are a few of the positive outcomes that make it possible for the BCTS to make miracles happen.

"It allowed us to focus on global improvements and to develop an ongoing quality process," says Greenwood. "It has enabled us to step back and look at everything we do

objectively and come together to work on quality improvements as a team."



Honeywell Water Controls Business Unit Improved Customer Service Yields Great Benefits

TROPHY RECIPIENT – QUALITY AWARD

"To improve the Quality of Life by providing Hydrants, Controls and Products for Water Quality, Safety and Comfort" is the mission statement of Honeywell Ltd.'s Water Controls Business Unit. It offers an inspiring vision of an organization that has a world-class approach to excellence.

Recognized both inside and outside the Honeywell organization for its efforts, the Water Controls Business Unit operates entirely within an ISO 9000 environment in Scarborough, Ont. The Unit is NQI's Trophy recipient for the 2000 Canada Awards for Excellence. In 1995 it was the recipient of NQI's Certificate of Merit.

"Honeywell has been a proponent of the Total Quality Management movement since the early 1980s," explains John MacMillan, director of Manufacturing for Honeywell Ltd. "Our primary quality improvement process is called 'Honeywell Quality Value' (HQV). All Honeywell business units are encouraged to participate in this process and strive for higher scores each year."

Specifically the Water Controls Business Unit has been cited for leadership in its Education and Training program, its focus on team-based organization, and its inventory management system. The Education and Training program called "Learning for Life" was the 1998 winner of the Canadian Award for Excellence in Workplace Literacy.

Using the feedback received following the award of the Certificate of Merit, the city employees of the Water Controls Business Unit set out to enhance customer service. Honeywell has a leading edge position in the manufacturing and distribution of water control valves, commanding a significant percentage of the market in Europe and the United States. Enhancing communication with customers involved a rethinking of how the organization did business. The Unit is responsible for strategic planning, support and engineering development and manufacturing of products for this global market. Sales and distribution of dry product lines is handled by a network of Honeywell affiliates.

"We made a determined effort over the last two years to visit more customers to receive their input and assistance in designing new products to give more quality information back from them," explains MacMillan. "Overall, we built a more direct link with our major accounts."

"This worked particularly well in the United States as we actually changed the organization so that the factory became directly responsible for customers in the United States," continues MacMillan. "In Europe we established direct links with several major clients and we now have a better flow of information and that has produced much better performance."

By refining customer service, the Water Controls Business Unit has realized huge improvements in turn-around time to customer orders, product quality, and more accurate forecasting.

Honeywell

Delta Hotels of Canada Quality in Action

TROPHY RECIPIENT – QUALITY AWARD

Delta Hotels is in the people business. With 34 hotels, 17,000 rooms and 8,000 employees working in hotels located in every major Canadian city, Delta is one of the top providers of first-class hotels and a principal player in Canada's Symbol hospitality industry.

"The company takes its commitment to providing excellent service seriously, and this dedication is evident in its mission statement: 'Quality at Delta is the right people using the right process to deliver the right product at the right price'."

"We are the first full-service hotel company in Canada to receive the National Quality Institute's (NQI) Canada Award for Excellence (CAQE). We are very proud of this accomplishment. Delta has always operated on several quality principles and in 1995, when we knew we were going to grow, we didn't want to leave to chance these quality approaches," explains William Pallett, senior vice president of People and Quality for Delta Hotels. "We adopted a more formal approach to our quality journey to ensure that past quality practices continued and improved."

The company decided that a one-size-fits-all approach would not work within the diverse and unique character of their hotels. Instead, Delta decided to model their own quality assessment approach on NQI's excellence criteria. "We trained internal assessors and all of our hotels had an initial assessment over a two-year period. Their strengths were identified and opportunities for improvement were assessed. Each hotel then developed its own plan for quality improvement. Now, all hotels undergo an assessment bi-annually."

To ensure the process had visibility, Delta also selected several of their hotels to be assessed by external assessors and developed a benchmark that matched NQI criteria. The results can now be an integral part of how every hotel operates. "It is a part of our culture now and the way we do business," says Pallett. "Some hotels are so impressed by the results they are asking to have an annual assessment."

Delta has realized improved results in measuring guest satisfaction. The company has developed new initiatives including the "Delta Privilege Gas Minute Check-in" Service is delivered in a seamless fashion to every Delta guest. Employee satisfaction and professional development has risen dramatically. New partnerships with suppliers have resulted in product enhancements and new product development.

As part of Delta's dedication to quality the company has also established a bronze, silver or gold quality award of excellence and achievement. Employee accomplishments are recognized during regular "Town Hall" meetings. "Everyone has a tag," explains Pallett. "Our employees are our business partners, and we celebrate their success. Recognizing this

award shows Canadians that the hospitality industry in Canada is truly world-class."



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SKF Canada Limited People Make It Happen

CERTIFICATE OF MERIT RECIPIENT - QUALITY AWARD

The SKF name has been associated with rolling bearings for more than 90 years into a young Swedish maintenance engineer, Sven Wingquist, developed the angular contact bearing to solve a problem in the textile mill where he worked.

In 1905, SKF was created to develop and market the rolling bearings. Since that time SKF has grown in a global marketplace and now manufactures and distributes products around the world.

Today one of every five bearings sold in the world is an SKF bearing. The company offers the broadest product line in the industry: products half a billion units and provides every basic bearing type - ball, spherical, gylindrical, needle, tapered and mounted, for virtually every type of application.

SKF Canada Limited was founded in 1972 as a wholly owned subsidiary of SKF AB Gothenburg, Sweden. Since its formation, the Canadian subsidiary has grown dramatically, operating a sales and distribution service for the Canadian industrial marketplace.

Doug Decker is the Vice President of Quality & Operations, and John Peters is the Quality Systems Co-ordinator for SKF Canada. Together they worked with a quality team who encouraged and supported the efforts of all employees.

SKF Canada was the first in the industry to qualify to achieve ISO 9000 registration in 1994. Its highly skilled quality team and excellent customer "roll through" every aspect of their Canadian operation. SKF Canada Limited is the recipient of the National Quality Institute's Certificate of Merit, Canada Awards for Excellence.

"We receive individual distribution and original equipment manufacturers for the pulp and paper, farm and mining industries," explained Decker. "We are the first in the SKF organization to receive a National Quality Award, and the Excellence criteria provided us with the framework to help our company develop and grow, and we will continue with this process. "We are proud of the fact that everyone from management to the individual, worked together, planning for the future, and achieving their goals."

"A company can not survive on product alone," said Peters. "The criteria has shown us we must focus on our suppliers, customers, and employees, as well as on the delivery of our product."

"SKF Canada Limited has increased its interaction with its customers and suppliers and has implemented a process to focus on gathering information about future market trends. We are putting this information into our business planning cycle to further develop what our customers are looking for," says Peters. "In conclusion, it is our people that make the difference - they have made SKF Canada a quality company."

SKF

SKF Canada Limited
Quality Management
variety of

Lawrence Heights Middle School Making a Great School Better

CERTIFICATE OF MERIT RECIPIENT - QUALITY AWARD

It's clear that lifelong learning skills have become essential markers of excellence for today's students as change occurs at an ever increasing pace. Toronto's Lawrence Heights Middle School has adopted Quality processes and principles as a foundation for its staff and students in their journey to excellence in learning.

"We strive for excellence in everything we do," says Dr. Christopher Spencer, principal of Lawrence Heights Middle School. "Everyone has a voice in our school, and we have created a truly collaborative culture where people are heard and their ideas valued."

Lawrence Heights is a dynamic example of the benefits realized when quality initiatives become an integral part of an institution's ethic. As part of the Toronto District School Board, Lawrence Heights serves the needs of 235 students in grades six, seven and eight and has a staff of 20 teachers and support personnel.

What is unique about Lawrence Heights is its positive attitude and calm atmosphere which fosters an environment rich in learning. Lawrence Heights is a place where staff, students and parents work together to ensure that everyone experiences academic and social success. Excellence has a solid foundation and is rooted in respect and the belief that everyone can be successful in their learning journey.

As a result of a dynamic partnership between the school and the community it serves, many new quality initiatives have been implemented. A "dress for success" uniform policy ensures that every student is seen as an equal. Enriched projects require that students every two weeks and provide many frequent opportunities for regular feedback to parents on each student's performance and learning milestones. Back in-schools illustrate how the school is clearly focused on the needs of its clients (the students). Progressive improvement is built into the culture and staff morale is sustained by a strong support for continuous learning.

Enhanced assessments have been put into place to measure process efficiencies, staff morale and student progress as part of a continuous cycle of improvement. Lawrence Heights is a school that applies quality principles on a daily basis.

"We believe that what makes a great school is the people inside that school," says Spencer. "Our journey to excellence has empowered everyone at Lawrence Heights and when

people are empowered, they take ownership for what we are trying to do."



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Written by Jennifer P. Clark

Changing channels

Canadian TV choices are set to expand. The Canadian Radio-television and Telecommunications Commission has granted licences for 16 new English digital specialty channels and five new French ones starting next fall. The CBC scored with a documentary channel and another focusing on rural Canada. Cable operators Rogers Communications Inc. and Shaw Communications Inc. won a biography channel and Toronto-based CHUM Television received a fashion station. Other specialties include women's sports, news, gay/lesbian, gay, books and computers. Digital channels need a set-top box to receive broadcasts.

Royal profits and problems

The Royal Bank of Canada reported \$2.4 billion in profits for the year ending Oct. 31, up from \$1.9 billion in 1999. But Canada's largest bank said that it has increased its reserves for problem borrowing, mainly business loans in the United States and personal loans in Canada.

Indonesia slammed

The Canadian embassy in Jakarta was hit with angry accusations over the treatment of an executive at the Indonesian operations of Toronto-based Manulife Financial Corp. Police held a Manulife vice-president for three weeks without laying charges amid a business dispute over a troubled joint venture.

Legal mega-merger

Toronto corporate law heavyweight Davies Ward Phillips & Vineberg, after Phillips ended a 15-year partnership with Toronto firm Goodman & Goodman, The new firm, called Davies Ward Phillips & Vineberg, will have 190 lawyers.

High-tech blowout

Benoit Laliberté, the 28-year-old founder of Montreal-based Jeez Inc., has quit and agreed to repay \$805,000 to the computer networking firm. The Quebec Securities Commission is investigating unusual trading patterns at the once high-flying company.

Business Notes

Shoppers converge on reborn Eatons

The Eatons store in downtown Toronto was among seven bringing a renovated name back to Canadian retailing. Shoppers flocked to stores from Victoria to Ottawa to check out the upscale makeover wrought by Sears Canada Inc. for \$250 million. "Gorgeous," pronounced Victoria brewer Jacqueline Smith, 54. "It's incredible." Sears bought the financially stricken, 148-store chain from the Eaton family last year, having met outlets into Sears stores.



Battling near-crisis at Chrysler

Only days after dumping its North American president, James Holden, DaimlerChrysler AG embarked on a series of sweeping changes at the company's troubled Chrysler division. One of his first acts on the job in Auburn Hills, Mich., new Chrysler chief Doree Zentgraf fired three top Chrysler executives. And in a stern message to all employees, he said the company is "faced with far-reaching structural problems." Chrysler re-

ported a third-quarter loss of \$770 million, partly due to generous customer incentives and halving investments that are taking big bites out of profits. Fourth-quarter losses are expected to be even greater. By the end of last week, the company had announced temporary plant shutdowns and reduced workweeks at plants in Canada and the United States, including its lucrative minivan plant in Windsor, Ont.

Financial Outlook

Surging oil prices continue to prove a mixed blessing for the Canadian economy. Higher prices for crude pushed the country's trade surplus to \$4.3 billion in September, up from \$4.1 billion in August. The lift supplied by prices for oil and natural gas offset a decline in exports of automobiles and forestry products and gave a small boost to the beleaguered loonie.

Analysis warned, however, that the surge among road owners' higher-cost oil could soon lead into Canada's core inflation rate, which includes food and

energy. For now, one annual inflation measure stable, rising very slightly from 1.5 per cent in September to 1.5 per cent in October. As a result, the Bank of Canada is not expected to raise its interest rate in December.





Letter from Sheshatshiu

Crisis in the North

By John DeMont

At 10 a.m. on a Tuesday morning, the makeshift clipboard clinic centre in the isolated Labrador community of Sheshatshiu is already well into its hurried rhythm. Inside the building, most of the 14 children who arrived the night before, trembling and seeking of fumes from the gasoline they had inhaled, still sleep on the floor. The four Inuit adults manning the centre already look weary and discouraged, even though their shift is just two hours old. Who can blame them? Six teenagers, the youngest 14, stand in front of the building, dark eyes visible over the plastic sacks that they press to their mouths and noses. When someone approaches, the youths make no attempt to run or hide. They just inhale from their gasoline-filled pouches, making them expand and contract like sagged balloons, staring back at friend or stranger with the same empty gaze.

Sheshatshiu is a community in crisis. On Nov. 15, Paul Rich, the band chief, pleaded with the Newfoundland and Labrador government to step in and take 39 gasoline-addicted children, some as young as eight years old, away from their parents so they could get help. Last week, a provincial court authorized social services workers to remove 19 of

the hardest cases for treatment. Several of them had disappeared by the time a bus pulled into the clinic centre's parking lot on the night of Nov. 21. The 12 who remained—descendants of a nomadic people who had roamed the Labrador tundra for thousands of years—climbed onboard, having been told they were going to a pizza party in Goose Bay, about 30 km away. Instead, they were bound for a barracks on the airbase there, where confinement would begin the wrenching process of helping them beat their gasoline-sniffing addiction. How long the process would take—or whether it would even be successful—is anyone's guess. "There was just no other way," said Peter Penashue, president of Labrador's 1,800-member Inuit Nation, who wept as he watched the youths leave. "We have the will, but not the resources to help ourselves."

With our help, Penashue's people are marching towards self-amputation. Sheshatshiu's population, 1,200, is a nightmare of addiction, suicide and violent death. A year ago, the community became a worldwide symbol of the plight of aboriginal people when Survival International, a London-based human-rights group, issued a report comparing the decimation of

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The Fight for Knowledge

Canada's university libraries are battling for access to cutting-edge research

By John Schofield

Several times a week, from the comfort of her cluttered lab, Kathy Singfield travels to the core of linear space. Through thousands of magnifications, the chemistry professor at Saint Mary's University in Halifax tries to then witness to study linear polymers, long molecular chains that researchers are using to create state-of-the-art materials for industry. Her journey often involves undulating terrain, and like most scientists, she relies on academic journals to keep on the cutting edge. But many of those titles are getting harder to find. Skyrocketing costs have forced Saint Mary's, like most universities, to slash journal subscriptions. Singfield now orders most of her articles from other libraries, paying out of her own pocket and allowing her grumpiness. "I feel more competitive if I had everything at hand," says Singfield, 34. "As a researcher, you need a support system that keeps you current and excited."

When it comes to libraries, that support system has been seriously eroded, affecting everyone from senior researchers to undergraduates. According to the Canadian Association of Research Libraries, which includes 27 of the country's largest universities, member institutions have increased their acquisition budgets by 73 per cent over the past decade. But at the same time, huge price increases and the falling income have slashed real spending power by more than 50 per cent. And as libraries struggle to adapt to the electronic revolution, a small group of publishers is dominating the journal business. Since 1984, av-



Photo by John Schofield

erage subscription prices for U.S. journals have soared by 207 per cent, and 148 per cent for Canadian publications. Yearly subscription to scientific, technical or medical journals, typically the most expensive, average more than \$1,600.

As costs soar, libraries that belong to CARL have cancelled thousands of subscriptions—more than \$25 million worth since 1995, when spending on periodicals totalled \$94.2 million a year. Even so, journal budgets tell accounts, on average, for more than two-thirds of total materials expenditures at university libraries. The problem strikes in the very heart of Canada's ability to thrive in the Information Age. "You can't really exist at the front line without excellent libraries," says David Park, a theoretical physicist at St. Francis Xavier University in Antigonish, N.S. "Knowledge is power, and if we want to survive and prosper, we need knowledge."

To make that knowledge more accessible, librarians and editors in the academic community are branching bold new initiatives to counter the power of commercial publishers. Some hope to circumvent the corporate middlemen by establishing alternative journals, published electronically in through conventional means. And, increasingly, libraries are banding together to beef up their bargaining power. In a groundbreaking move, 64 Canadian universities have formed an alliance to guarantee its members electronic access to hundreds of scientific, technical and medical journals. The \$50 million Canadian National Site Licensing Project is expected to start service early next year. "It's an extremely important project for the whole country," says Tim Meek, executive director of the Ottawa-based CARL, "because inflation and the low dollar have just ripped the guts out of acquisition budgets." Suzanne Foster, vice-principal (academic) at Queen's University in Kingston, Ont., adds that, after years of steep price hikes, universities now realize that the only way to ensure the libraries decline is to pool resources. "It's a national problem," says

Forbes, "and it needs to be addressed by a national strategy."



Singfield in her lab at Saint Mary's University designs (opposite) banding together to reverse a reduction drive

Forbes, "and it needs to be addressed by a national strategy."

In many respects, the project will put participating universities on an equal footing, ensuring access to journals that were cut years ago or were simply too expensive to acquire. To get it off the ground, the institutions are contributing \$30 million over three years, and have won another three-year, \$30-million grant from the Ottawa-based Canada Foundation for Innovation. With its combined help, the consortium will be able to purchase licenses for electronic databases at savings of up to 50 per cent, estimates Deb deBruin, the project's executive director. Using access online instead of their institutions, professors and students will be able to call up full-text versions of journal articles from their desktops.

Canadian universities are anxious to enjoy the benefits. Ask researchers and students at the University of Western Ontario in London. In this year's ranking of North American university research libraries, selected in October by the Washington-based Association of Research Libraries, Western fell 28 positions, dropping from 35th place in 1999 to 63rd. Since 1990, Western has cancelled a quarter of its journal subscriptions, despite a 50-per-cent increase in its total acquisition budget to \$9 million a year. "It'd like to use more journals, but usually they're just not there," says 22-year-old Wes Brown, a fourth-year student in Western's media, information and technology program who is also studying economics. "The library is starting to be seen as just a place to study."

Some institutions have been more successful than others in

capitalizing on electronic publishing to rebuild their collections. In 1997, after years of sheding hundreds of conventional print subscriptions, the University of New Brunswick began teaming with other institutions to access electronic versions of academic and mainstream journals at significant savings. Its partners include the University of Toronto and the Council of Prairie and Pacific University Libraries, a consortium of libraries in Western Canada. In one case, the advantage of group buying enabled UNB to gain electronic access to 173 journals for less than it had paid for 30 print subscriptions. The national site-licensing project will supersede many of these arrangements, freeing up money for other acquisitions. "Electronic publishing offered us an opportunity we never had with print," says John Hickey, director of libraries. "The more libraries work together, the better off we'll be."

But the national library alliance will still leave many academics in the cold. Only journals in the scientific, technical and medical fields will be available through the service, leaving academics in the humanities and social sciences to fend for themselves. "People in the humanities and social sciences have been living in cultural poverty," says Marc Renard, president of the Ottawa-based Social Sciences and Humanities Research Council. "If we convinced the site-licensing project will expand because the need is so evident."

The growth of library consortia globally holds real promise for increased expansion. Membership in the International Coalition of Library Consortia has grown to more than 140 regional and national alliances since it was formed in 1967. The Canadian project itself builds on a number of regional groups. However, not until the creation of the Canadian

It was an old joke

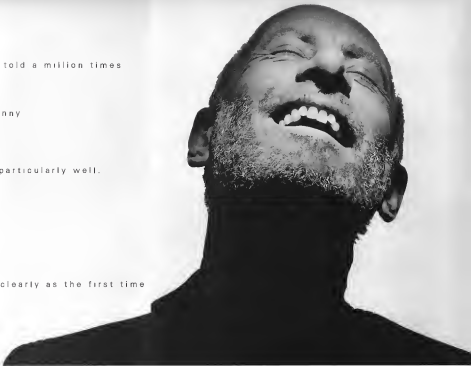
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realized they could
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Foundation for Innovation in 1997 did likewise conceive of a cross-country consortium. Faced with grant requests from four regional alliances, the CFI advised applicants to create a national plan. Spurred on by CARL, organizers hammered out a proposal and landed a \$20-million grant for the Canadian National Site Licensing Project last year.

Even commercial publishers are welcoming the rise of consortia. By teaching smaller universities that previously could not afford many journals, large publishing houses can expand their customer base, generating added income and increasing visibility for their journals. Group licensing agreements are easier to negotiate and allow publishers to cut down on marketing costs.

But while consortia provide some price protection, they also entrench the commercial publishers' control over scholarly publishing and legitimate the site-licensing system, which critics charge is inherently unfair to libraries. One problem to maintain access—even to back issues—libraries must pay an annual fee. And once a library is part of a group licensing agreement, withdrawing can be difficult.

The dominance of the large publishers dates back to the 1950s. For hundreds of years, scholarly journals were issued by learned societies, research centers or small publishing houses. But with the boom in scientific research after the Second World War, the landscape began to change. Unable to keep up with the pace of discovery, independent periodicals soon found themselves facing increasing competition from commercially published upstarts. The founding of the influ-



ential *Samuel Gluskin Index* in the 1960s contributed to the emergence of prestigious core journals, which became targets for large publishing companies. In the mid-1980s, the Dutch information giant Elsevier NV owned about 350 journals. In 1992, it merged with U.K.-based Reed International Plc, and today it boasts more than 1,200 journals. With a \$7-billion purchase in October of Harcourt's scientific, technical, and medical journals and an education and testing division, Reed Elsevier is poised to grow even larger. Says Jean-Charles Godin, a science historian and professor of comparative literature at the Université de Montréal: "The publishers quickly realized that if they could by their hands on these core journals, they could make a killing."

The economics are undeniably attractive. Profit margins of 35 to 40 per cent for major academic journals are not uncommon. In the interests of academic independence, researchers are not paid for their reports. Nor are the peer-review panels that select studies for publication. To promote their careers, the best researchers want to be published in the most respected journals. And each industry merger seems to fuel price hikes.

The rise of electronic publishing in the early 1990s initially promised a serious threat to the dominance of the corporate giant. The cost of duplicating an article online was minuscule. But in a shrewd move aimed at protecting their turf, publishers suddenly changed their business model. They developed electronic versions of their journals and bundled them in databases. Then, instead of selling individual subscriptions, they sold site licenses allowing offline access to a collection of periodicals, but only for the duration of the contract—and at a steep price.

For libraries, alliances appear to provide the best defense—and the trend is picking up. Australia is watching the Canadian National Site Licensing Project with interest, and plans to establish a similar consortium next year. "We're not assuming that what we're doing now is the endgame," says Joan Sawville, co-ordinator for the International Consortium of Library Consortia and the director of OhioLink, a U.S. statewide consortium. "It's a step in a long process."

Back in her Halifax lab, Kathy Singfield is anxious to benefit from that step. The national library alliance, she says, will make her a more efficient researcher. "It'll keep me up-to-date as I should be," says the chemist. "It's exciting to think of the possibilities." And the discoveries that he should



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LEADING LIBRARIES

Each year, the Association of Research Libraries ranks the libraries of its university membership—North American institutions that emphasize research and graduate instruction at the doctoral level. The ranking is based on ARL's measure of five indicators: volume holdings, volume acquisitions, current periodical subscriptions, professional and support staff, plus total library expenditures. In total, 113 university libraries went unranked, based on information relating to 1998/1999.

TOP UNIVERSITY LIBRARIES	RANK ORDER OF RESEARCH CANADIAN UNIVERSITIES
1. Harvard	39. Alberta
2. Yale	35. UBC
3. Stanford	87. McGill
4. Toronto	76. York
5. California, Berkeley	83. Western
6. California, Los Angeles	92. Laval
7. Michigan	104. Queen's
8. Illinois, Urbana	106. Saskatchewan
9. Columbia	107. Manitoba
10. Cornell	109. Waterloo
11. Texas	110. McMaster
12. Washington	111. Guelph

Like a rolling stone

Jacksoal heads to Britain hoping for Sleepless nights

As a child, Haydian Neale thought all kids wrote music in their heads. "I would get these riddles that I would want to remember," says Neale, a 30-year-old Hamilton native, and lead singer and songwriter for Jacksoal. "I'd find really strange ways to push them on paper so maybe in the morning I'd remember enough to recapture it." It wasn't until Neale went to the University of Guelph to study biology that he began thinking about music as a career. He quit his studies, formed Jacksoal with four others, and began practicing in a refurbished chicken coop in Kitchener, Ont.

Jacksoal flew that coop five years ago, landing in Toronto. Now, Neale and

band member Davide Dionizio, Ross Logueta, Adrian Eccleston and Dave Murray are enjoying national success with the Top 10 single *Get Up*, off their second album, *Sleepless*—and the following single *Smileless*. Since their unique sound—a mixture of R and B, pop and synthesized funk—has caught on so well in Canada, they're now preparing to release *Sleepless* in Great Britain. And Neale, who lives in Guelph with wife Michaela and 10-year-old daughter Yacenia, hints the band may next move in the same direction. "I wouldn't mind if Jacksoal was a London band for a year," he says, citing British acts like Depeche Mode, The Smiths and The Cure as songwriting



Neale, music career was an afterthought

reflexions. But no matter where and when they wander, Neale promises, Jacksoal will return to Canada—and thus put the lie to the old saw that you can't go home again.

Singing a new tune

A song for a cure. That's the premise behind singer Joan Sliwinski's latest album, *Les chansons de l'homme*. A collection of French ballads and cabaret songs, the disc is a tribute to her mother who passed away in 1988 from neurotrophic lateral sclerosis, or Lou



Sliwinski performs in Montreal

Gherik's disease. It is also an attempt by Sliwinski, as a spokeswoman for the ALS Society of Canada, to promote awareness of the condition and help raise money towards a cure. "Turning to them inside me felt I was turning to my mother, doing something to honour her," she says.

Sliwinski, who began singing professionally at 18, has always been surrounded by music. Her mother was a singer and her father played the organ and directed a church choir. Her husband, a double bassist, also performs on the disc. But cabaret songs are not the usual fare for the mezzo-soprano. Earlier this year, Sliwinski, 45, performed in a Vancouver production of *Genevieve*, an opera about hockey. She is currently on stage in Edmonton in the opera version of *Hamel and Gend*. "I play the mother and the witch. One wonder if there is a connection."

Growing up with Gabrielle

Genevieve Didié says she was a follower in high school. So when most of her friends auditioned for the Canadian National Theatre School in Montreal, she did not. Of the group, only Didié was accepted. "But my friends got in to other schools," she quickly points out. After graduating two years ago,

Didié portrays Roy in a touching and all-fused romance

the 26-year-old Quebec City native is now a regular on *Maclean's* new panel, a French-Canadian children's show. Her first English-language—and award-winning—is in *Children of My Heart*, a television movie based on the memoir of Manitoba writer Gabrielle Roy. The film, which airs on Dec. 3 on The Movie Network, looks at Roy's experiences as an 18-year-old teacher in rural Manitoba. At the center of the story is a teaching yet ill-fated romance between Roy and one of her students, a rebellious and brooding 15-year-old played prominently by Yasi Gellman, another Canadian newcomer. "For Quebecers, Gabrielle Roy is an important literary figure—she is my room's favourite author," says Didié. "I read *Children of My Heart* long time ago, before I knew I would ever be in the movie. It is part of my heritage."



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Health

Out of Sight

Experts see a crisis looming in age-related vision loss



By Cheryl Hawkes

In May, 1999, Sherrie Kitcher was on her way to play golf when she stopped off for an eye appointment. The St. Catharines, Ont., elementary school secretary had been experiencing blurred vision and figured she just needed stronger reading glasses. Instead, her ophthalmologist told her she was "going blind" and should find herself a surgeon. "I cried all the way home," recalls Kitcher. At 47, she had cataracts—a condition in which the lens of the eye loses its transparency. Left untreated, it can lead to blindness. The solution is replacement of the natural lens of the eye with a clear plastic implant, or intraocular lens—a surgical procedure lasting as little as 15 minutes.

But it wouldn't be that simple. Kitcher's appointment to the operating table to remove the first cataract didn't come

up until August this year—a 15-month wait, while her vision worsened. "My son was getting married in September. I was going crazy thinking it wasn't going to see the wedding." At school, barely able to see, she relied on layers of magnifying devices to read her work and on a volunteer to manage the rest of her job. "We just muddled through." With her truck driver husband on the road most of the time, she couldn't drive and needed help grocery shopping. Today, with one cataract removed, and just five per cent vision remaining in her other eye, she faces a wait of another year or more for her next procedure.

Canada, say the experts, is on the verge of a crisis in vision health care. Looming large is the soaring surge in volume of visually handicapped Canadians, as baby boomers—the 10

Many ophthalmologists are retiring, working part time or doing no more surgery

Beko: "They want to get on with their lives. Older patients want to enjoy what time they have left. Patients in their 40s and 50s need to work."

Dr. Graham Trope, head of ophthalmology at the University of Toronto, sees a crisis in the making. "Patient access to the system," he says, "is the No. 1 problem." The profession itself is aging—one-third of the 1,000 ophthalmologists practicing in Canada are over 65. Counting that, Canadian medical schools graduated just 28 new ophthalmologists last June, compared with 45 to 50 a decade ago. Many ophthalmologists are retiring, electing to work part time, shunning down the surgical end of their practices or moving increasingly into lucrative, non-surgical areas like laser eye surgery. "If patients can't even get in to see an eye specialist," says Trope, "it's really irrelevant if there's a cure on the horizon or not."

Vision researchers are feeling squeezed, too, frustrated by a lack of funding at home and tempted by offers to go to the United States to work. "Less than one per cent of all medical research dollars in Canada go to vision research," says Grace. "We're simply not pulling our weight." By Storchbach's reckoning, that totals about \$14 million a year. "The eye is one of the U.S. National Institutes of Health alone has an annual budget of \$450 million [U.S.]," he says.

A new Canadian-developed technology offers some relief on one front—AMD, the eye disease that affects almost half of the older base of the CNIB. AMD progresses to its blinding "wet" form only in a small portion of cases. Among those patients, about one-third have the particular vision pattern that make them eligible for the new process, called photodynamic therapy. And even among that select group it does not work for everyone.

At roughly \$15,000, the therapy is expensive. Ophthalmologists who offer it need a \$60,000 piece of equipment to laser-activate a drug called Virodine, which is injected into the patient's arm and prevents the growth of the abnormal blood vessels that de-lay sight. Still, with cases of AMD expected to triple over the next 25 years, the therapy could have significant value. "There's no question this treatment will save a large number of Canadians from losing their sight," says Dr. Michael Porter, a Vancouver ophthalmologist involved in Viro-

The view when vision fails

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MACULAR DEGENERATION



Diseases and conditions cause optic problems for patients. Cataracts produce a blurriness, macular degeneration diminishes central vision and glaucoma reduces peripheral vision.

dyn's clinical trials. "The majority of patients who have it are helped considerably."

Given the inevitability of vision loss for a growing group of Canadians, experts like Courtright argue that more attention should be paid to developing innovative ways to help people adjust to losing their sight. "We have to seriously consider the burden of rehabilitation," he says, noting that the visual experiences of elderly baby boomers will

put enormous pressure on the health-care system. At Kingston's Hotel Dieu Hospital, ophthalmologist and epidemiologist Stanley Sharma is researching cost-effective ways to deliver vision health care. Sharma says his studies of elderly patients blinded by AMD show doctors often underestimate how much patients with vision loss suffer. "People who are profoundly blind," he says, "told us that if they had 10 years left to live, they'd give up and if they could have four years of restored vision. This is similar

to people living with severe stroke." Adds Porter: "I think the fear of vision loss runs so deep that people are unwilling even to consider it, unless they're forced to."

Shirley Kitcher knows how precious sight is. These days, she spends a lot of time at her kitchen table, counting the trees in the schoolyard across the street from her house. "Before it was just a mass of grey shadows." She has a new understanding of the upside-down world of vision health. "I have a friend who decided she didn't want to wear glasses anymore," Kitcher says. Two weeks later, she saw a laser eye surgeon and both eyes were fixed. Meanwhile, people who really need surgery so they can see have to wait. "It's not fair," Kitcher says. "Eyeglass isn't consistent." ■



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That CFL Spirit

After a rivetting Grey Cup game, the league faces an uncertain future under new leadership

By James Deacon in Calgary

It was a scene straight out of a beer commercial. Waiting for the Grey Cup Parade to arrive at the corner of 3rd Street and 6th Avenue SW in downtown Calgary last Saturday, fans began throwing a proper football around. It started with two buddies exchanging short, soft passes, then grew to include bystanders running pass routes on the empty streets. Perfect strangers became teammates, and the crowd cheered each catch so loudly that drums at a nearby coffee shop peered out onto the street. Guys in Hamilton Tiger-Cat jerseys threw to green-faced Saskatchewan Roughriders supporters who threw to Toronto Argonauts fans. These B.C. Lions supporters, all wearing locker L&L Banquet No. 5 jerseys, sat up in

field-goal formation and booned the massive ball towards fans on the upper tiers of a parking garage. When a ball on the third level made a flagging catch, the place went crazy. "That," shouted Ron Caribian, a Calgary Stampeder booster from Lethbridge, "is why the Grey Cup is so great."

The over-the-hill Canadian Football League did it again last weekend. The 88th playing of the league's championship game gave tens of thousands of fans in Calgary the reason to party hard at week-long events ranging from the aquatic-and-black-as-CFL awards gala to the raucous Spirit of Edmonton party.

More than three million people across the country tuned in to the Sunday telecast—the Lions' 26-16 victory over the reigning Montreal Alouettes provided riveting entertainment, particularly in the second half. The outcome was in doubt until the end. After settling on an electrifying 59-yard run from Anthony Calabrese to Ben Cahoon with only 44 seconds left, Montreal was unable to complete a two-point convert that would have tied the game. "That was me close," said a relieved Robert Drummmond, the Lions' catering boss who was named the game's most-valuable

player. "I don't know why, but we always have to make it interesting."

Close, exciting games are the hallmark of Grey Cup. As usual, though, there was a more serious subtext. The league is no longer centering on the brink of bankruptcy, as it was when Hamilton hosted the Cup last year ago. But there are new competitors in the marketplace—an Arena Football League franchise in Vancouver, and the XFL, a U.S.-based league that is expected to lure away some of the Canadian league's best players. And among CFL insiders, there's palpable nervousness about a major restructuring change. Last month, CFL governor Sted Little-known Michael Lytkin, a 35-year-old sports-marketing executive, was commissioned to replace the departing John Tivy. As well, league president Jeff Giles, who had won the top job, is leaving to run the Argonauts.

Calgary offered single relief from those concerns. At the Saturday parade, thousands cheered a charmingly modest procession of floats sponsored by everything from a meat shop to a beer supplier. A dozen guys dressed like the Blues Brothers of film fame paraded a troupe of Prairie dancers, who in turn were followed by a kilted bagpipe-and-drum band. A man in Sean-pecter colours walked by with a shawl of fresh beer on one side. "Anyone born an Eskimo first?" And among a group of green-dyed Saskatchewan fans was one guy with his head heavily bandaged. "I'm pretty concussioned," he stated, "because I'm bound to fall down at some point."

Lytkin might want to bottle that Calgary mood. The morale of Ayres, Ont., got off to a bad start because he was hired and thrust before the media without being briefed, and was unable to address most of the questions first by way. Calabrese questioned how the CFL could turn its focus over to someone who didn't understand it as much, and who had no previous experience being the frontman for a public relations. But over breakfast at his hotel on game day, Lytkin was unfazed, bold at the University of Waterloo, he said, he



Drummed in flight, Lions fan in uniform (opposite), an excuse to party hard

had modest talent as a football player, but he worked hard and earned a starting spot as wide receiver. "So I'm learning," he said, "and I'll get better because I'll work hard."

With a hard salary cap and their own hard work, Tivy and Giles took the CFL from tooth-ency to stability and, in Calgary and Edmonton, profitability. Yet in Toronto—so important to the CFL's marketing aspirations—Giles faces heavy financial losses and a woeful team. Already hitting the city's too-World-Class-to-care attitude towards the league, the Argos made a series of disastrous moves in 2000. Giles says he's confident the stable management and an improved team under coach Michael (Pitbull) Clemons will bring back fans. "There are no magic wands," Giles said. "We just have to fix our problem at a time."

Tivy, the cable-TV executive who worked without pay for

nine years, says the league may soon secure lucrative new sponsorships. The job of signing those deals goes to the square-jawed Lytkin, who until last month was vice-president of the G.E.M. Group, an Atlanta-based marketing agency. Lytkin also wants to add two new teams in Canada and line up a U.S. TV deal. But he said he won't compromise the integrity of the game in his search for sponsors. Asked if he'd still running rights to the Grey Cup, he replied: "That would be a huge mistake." And he vowed not to turn the championship game into a corporate showcase. "The Grey Cup is the people's game. Canadians have a big stake in this league."

Gates such as Sunday's deserve their incentive. He had great plays. He had players making, by sports standards, a fortune—the average CFL salary is \$50,000—but still playing their hearts out. He had the undying Lions, the only team ever to win the Grey Cup after finishing the regular season with a losing record. "That's a great game,"

Lytkin says, "and Joe Shaw, an insurance salesman from Frederick, Md., who became a fan when, in 1994 and 1995, the CFL had a team called the Baltimore Stallions. "Every Grey Cup is a great game," said Shaw. "I'm already booked for Montreal next year."

The final also had Pausanias, someone for whom everyone could cheer. Modest and grateful for his 25 years in the game, the 46-year-old kicker was able to score having booted the winning field goal for his home-town team in a Grey Cup. Standing out on the field long after the Cup had been presented, he seemed unwilling to let it end. "All year, I dreamed of something like this happening," he said before finally walking into the victor's champagne-soaked locker room. "It's incredible." And yet, so like the CFL. ■



The Standoff in the South

Florida declares George W. Bush the winner of its Electoral College votes, but Al Gore vows to fight on

By Andrew Phillips in West Palm Beach

"**Wanna see one?**" Camilla Moore asks conspiratorially. She glances around, then beckons a visitor into the shade of a palm tree outside the cavernous Emergency Operations Center in West Palm Beach, Fla. Inside, weary volunteers are hard at work, eyeballing precisely 462,664 punch-card ballots, trying to figure out nothing less than who has the right to elect the White House. But Moore, a Republican who came down from Atlanta to help her party keep an eye on the vote tally in Palm Beach County, has the real deal. She's spent the morning inside the counting chamber, and now curls the plastic envelope holding her official observer ID card around to show off her prize: two tiny chads sucked inside. "We're not supposed to touch them," she admits, "but I couldn't resist. Aren't they the cutest?"

You couldn't blame Moore—even if her decision to grab a chad or two wasn't strictly kosher. At the Great Chad War waged across south Florida last week, the spectators were flying. Republicans charged Democrats with wantonly letting chads drop to the floor, even eating some of the little ballot bits. In the supposedly modern Palm Beach courts, high-priced lawyers took up the crucial issue: how pregnant must a chad be before it can be counted as a vote? How dimpled must it be before it amounts to an exercise of the democratic franchise and not just a slip of the stylus? Out there somewhere, Vice-President Al Gore and Texas Gov. George W. Bush were watching up the rhetoric in their increasingly bitter struggle for the presidency. But at ground level in America's bellwether swing state, the election is mostly settled, just plain silly. "I know there's a lot at stake," Moore will note the end of her third day in Palm Beach. "But what I need to know is, can we get through this with our sanity?"

For the counters and observers, at least, that past is over—unless, of course, yet another court order yet more counting. But the showdown between Bush and Gore turned, if



anything, more intense. Republicans in Florida's legislature and even the U.S. Congress began baring that they might step in if further counts up the election in Gore. And the vice-president made it plain that he intends to fight on until all the votes he wants counted are counted—even if the United States' most confused, and confusing, election is a century deep in well into December.

That's what he did as soon as it was supposed to be the final count was announced on Sunday night. Florida's



Republicans demonstrate in Florida. Bush with wife Laura in Texas (left), calling on Gore to give up the battle

Supreme Court had ruled that ballots being pulled by hand must be included in the count, and set 5 p.m. on Nov. 26 for all votes to be in. When the numbers were announced, they showed Bush still barely ahead, by just 537 votes out of six million cast statewide. Florida's controversial secretary of state, Katherine Harris, immediately certified that result even though Palm Beach failed to meet the deadline—costing Gore almost 200 extra votes. Her decision—if it stands up to inevitable court challenges—means that Bush would receive Florida's 25 electoral votes, giving him a bare majority of 271 in the Electoral College and thus the presidency. But just as rumors after Harris declared Bush the winner, Gore's vice-presidential running mate, Joseph Lieberman, stood before a bank of TV cameras and denounced the result as "inaccurate and incomplete."

The office just north of the state in the decision this afternoon. The next morning, Gore's lawyers went to court to formally contest the results in three Florida counties, setting off a one round of challenge and counter-challenge. Bush sides prepared to argue before the U.S. Supreme Court late this week. And, most important, both legions for the rural high ground, Harris' formal certification of the Florida result—even though it was immediately contested—gives

Bush an important advantage. It allowed him to grab the spotlight and make a presidential-style TV address from the Texas legislature, calling on Gore to drop his challenges and even announcing that he would press ahead with a formal transition to a new presidency. "Now that the votes have been counted," he said, "it is time for the votes to count."

Gore faced the more delicate task of continuing to fight in the courts while not appearing to let what Republican prosecutors accuse him of being a sore loser. And he faced an added burden. Although Republicans, desperate to make the White House after eight years of Clinton-Gore, are firmly behind Bush, Democrats are less so. Behind Gore, if public impatience with him rises, the vice-president could well feel pressure from his own party to call off the fight.

On the ground in south Florida, at least one thing was painfully clear: no one will ever really know who won the race. Inside the Palm Beach court's cavernous law work, it was so quiet you could hear a chad drop in or offish and party volunteers labored away, turning each punch card over, holding it against red paper—the better to see the tiny hole left by a voter's stylus. "Wow," they whispered if the bulge was clearly marked for Gore. "Hrm." If it was punchball for Bush. Unclear cards accumulated in piles, awaiting a ruling from the county's beleaguered canvassing board. Disagreements were usually trivial, given the stakes involved. "Can we count in twenties rather than fifties?" asked a

Both sides fought for the moral high ground as the issue of choosing the president headed for the U.S. Supreme Court

Republican: "It's hard to check with our lawyers," a Democrat replied. Five minutes later, the answer: "We can do it."

In rooms 4D of the Palm Beach County courthouse the next morning, the election board chairman, Charles Burton, was interrogated about just how local officials decided who gets what vote. Were they counting all the dimpled chads, or leaving some out? Democrats argued passionately that democracy demands that all dimples be equal; they estimated that counting all dimpled ballots meant Gore would pick up several hundred more votes. "Here's how you can remember it," said Ben Kuchee, a sober-suited Democratic lawyer. "An indentation is an indication that they spoke for the nation."

Burton, who spent 18-hour days doing little but examining indentations on ballots, was not so sure. Sometimes it's close,

other marks. "Votes should not be disenfranchised," the court wrote, "when their intent may be ascertained with reasonable certainty."

That seemed to open the door for local officials to adopt more liberal standards in evaluating contested ballots—a result that Gore's camp hoped would help the vice-president pick up a few hundred extra votes. Republicans were furious they pointed out that six of the seven Supreme Court judges are Democrats, and they raised the possibility that the state legislature might step in to prevent Gore from counting Florida's election votes. "Make no mistake, the court rewrote the law," Bush declared. The setback for the Bush campaign only deepened early the next morning, when his vice-presidential candidate, Dick Cheney, took himself to a hospital in Washington suffering from chest and shoulder pains. Cheney had three heart attacks in the 1970s and 1980s, and doctors discovered that he had suffered a fourth, "very mild" attack. Two days later, though, Cheney left the hospital and vowed to return to work this week.

Still, nothing in the post-election campaign has stayed constant for long—and the Bush campaign's depression was to be no exception. The Florida high court had not ruled a ruling in its ruling for the Gore to move away that Florida must choose its presidential electors by Dec. 12, it ruled that the audit of all manual accounts must be in by 5 p.m. on Nov. 26. Counts were well under way in two counties, Palm Beach and Broward. But in the biggest district, Miami-Dade, where 654,000 ballots represented potentially the biggest trove of new votes for Gore, local officials had dragged their heels. First they decided to try to count 10,700 contested ballots by the deadline. Then, faced with furious protests by local Republicans, they decided not to count any ballots. "We simply can't get it done," an elections supervisor David Lesby

The bottom line: three weeks after they thought they had settled matters at the ballot box, Americans still don't know who will take over from President Bill Clinton on Jan. 20—and won't know for days to come. Sometimes once-banished sound only among political junkies began to take on the air of real possibility. Leading members of the Florida legislature, where Republican dominance threatened to step in and appoint their own slate of 25 electors if Gore succeeds in overturning Bush's slim lead. "We will not allow the people's voice to be silenced," said Mike Fasano, majority leader in the state House of Representatives.

So far, at least, Americans have shown remarkable patience with their endless election. They would rather get it right, according to most polls, than get it done quickly. But real-life deadlines are looming fast—especially the Dec. 12 date by which Florida must choose its electors. If Bush and Gore are still arguing then, their contest will be close to passing from political soap opera to genuine crisis.



Gore with wife Tipper (right) and supporters, high school

he said, and sometimes it's not. "In all candor, determining intent from a ballot card is impossible." In other words, when it comes down to a few hundred votes—as it did in Florida—the scratches and holes on the most contested ballot cards mean that not even the most impartial counters could figure out exactly who won. The presiding judge, Jorge Labarga, cracked the issue. He ordered the counting board to consider the "integrity" of the ballots—a ruling that left members as unclear as ever.

But it was a higher court—Florida's seven-member Supreme Court—that had the biggest say. Gore's campaign soon what it thought was a decisive victory on Tuesday when the court ruled unanimously that the result of manual accounts in three heavily Democratic counties—Palm Beach, Broward and Miami-Dade—must be included in the state's final tally. And it ruled that election boards should have wide discretion to consider dimpled ballots and

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The scene in Hebron, Israel, a blast that killed two people and injured 30 more

A Russian push for Mideast peace

In a round of negotiations by telephone, Israeli Prime Minister Ehud Barak and Palestinian leader Yasser Arafat agreed to cooperate in a bid to end two months of bloodshed that has claimed 264 lives since Sept. 29. The agreement, which came amid escalating violence, was sponsored by Russian President Vladimir Putin, who was hosting Arafat at the Kremlin and had arranged the long-distance talks between the two feuding leaders. Putin's involvement was seen as a victory for Arafat, who has been seeking a larger diplomatic role for both Israel and the European Union in a bid to offset what the Palestinians claim is a pro-Israel bias by the United States.

Prior to the agreement brokered by Putin, Israel's deputy defense minister

and a top aide to Arafat met near the Gaza Strip. They hoped to end the latest round of fighting, which began when Israeli soldiers fired on a car and killed four Palestinians whom they believed to be militants. Palestinians retaliated by bombing a school bus in the Israeli town of Hebron, 30 km north of Tel Aviv. The blast hurled the bus into the air, killing two people and seriously injuring 30 others. Israel responded with rocket attacks against Palestinian positions—a move denounced by Egyptian President Hosni Mubarak, who claimed the attacks were excessive. Mubarak, who has vied repeatedly to broker a peace deal, ordered the Egyptian ambassador to leave Tel Aviv in protest against Israeli actions.

An end to the Fujimori era

He tried to resign. Beloved Peruvian president Alberto Fujimori sent a fax in that effect to the country's congress from Japan. But legislators rejected it, instead opting to declare Fujimori "morally unfit" to hold office, and then dismissing him. So ended a decade of

rule by the controversial politician of Japanese descent, whose last months in office were marred by a scandal involving Peru's former spy chief Vladimiro Montesinos, fired by the president in September after allegations of bribery and corruption. But those allegations were to include the president himself. In his inaugural address, Peru's new interim president Valentin Paniagua promised further investigations.

AIDS grips South Africa

Besetters at Lifeworks, a South African health-care consultancy, announced that South Africa has the fastest growing AIDS rate in the world. One in every five adults is now infected with HIV, the virus that causes AIDS, and the infection rate is rising at 2,000 cases a day. Earlier that year, South African Prime Minister Thabo Mbeki drew international criticism for suggesting that HIV does not cause AIDS.

A high-profile assassination

The highest profile attack yet by the Basque separatist group ETA in its 32-year fight for an independent state claimed the life of Spain's former health minister Enxer Llauch, 63. Llauch, who arrived in the 1980s, was shot in the garage of his Barcelona apartment building.

Studying South Pacific genes

In a campaign to find cures for heart disease, an Australian research company, Anagen, has acquired the right to study the genes of people living in the South Pacific nation of Tonga. Tonga, which has high rates of diabetes and obesity, is an ideal case study. If cures can be found, Anagen will share royalties from drug sales with the Tongan government.

Mad cow fears

Mad cow disease continued to spread through Europe as Spain reported its first case in cattle and France identified six new cases. The human form of the illness, Creutzfeldt-Jakob disease, is a fatal neurological disorder passed from animals to people through meat. It has killed more than 80 people in Britain and two in France since 1990.

Failure in The Hague

The United Nations' climate conference in The Hague failed to reach an agreement on how to slow global warming. Chairman Jan Povel, who is also the Dutch environment minister, said the talks will resume as a later date. Earlier delegates had discussed the policies of Canada and the United States, claiming both had failed to honor agreements reached in 1997 in Kyoto, Japan, to cut greenhouse-gas emissions.



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Books

Codes of Conduct

New works by Canadian writers seek an ethical path through pressing dilemmas

By John Bosworth

To borrow from Charles Dickens, these would seem to be both the best and worst of times. On the one hand, much of the world is enjoying an economic expansion that makes past booms look like busts. Scientifically, we've begun to unravel the finicky requirements of the human genetic code, while advances in communications have made near neighbors of Whistham and Bombay. But there's also a sense that ethically we may not be keeping pace with our economic and scientific advances. Change is happening so fast we can't be sure if for the good, we can't be sure we are doing the right thing in letting it happen. Of course, there are powerful voices telling us it's all inevitable and we should simply sit back while science and the global economy wait as to a rooster figure. But there's a growing disquiet about these blandishments. In fact, an ethical debate would seem to be gathering momentum, fueled by everything from concern for the environment to a worry that the social compact might be coming unstuck.

One sign of this debate is the number of recent books that bring a moral perspective to social problems—not the old absolutist “thou shalt not” moralism of some established religions, but a subtler attempt to discover an ethical path through our current dilemmas. In *The Ethical Canary: Science, Society and the Human Spirit* (Viking, \$33.99), McGill University professor Margaret Somerville surveys new reproductive technologies, such as cloning, the genetic design of babies and the use of animal organs in humans, and shows how they have burdened us with unprecedented moral decisions. She also writes of the ethical pressures arising from more familiar scenarios, from physician-assisted suicide to abortion.

Somerville doesn't so much provide answers as map out the moral terrain, guided by a few basic principles, which she summarizes as “a profound respect for life, particularly human life, and the human spirit.”



This sounds fine, but as Somerville shows, the difficulties start when you have to apply these principles in a specific instance: it is respectful of life to grow a genetically altered stomach in a pig, then transplant it to a human? Somerville thinks our moral instincts—our gut feeling—that something is right or wrong should help guide the decision-making process. Again, this sounds fine, but how can a government make laws based on the competing moral instincts of

Demonstrating against the World Trade Organization in Seattle in 1999: growing skepticism

Adams looks into a corner most like to keep private

pointedly to come to terms with its guilt over perpetrating the Second World War, and particularly the Holocaust. Bourdieu, some Germans have taken to celebrating all things Jewish: they line up for Hebrew classes and flock to exhibits of Holocaust artifacts.

Meanwhile in France, a good proportion of the population still seems to be in denial about their country's wartime collaboration with the Germans. At the end of Maurice Papon in 1997, Paris found a seething microcosm of the country's conflict. Papon, a French official, was eventually found guilty of deporting Jews. But at the trial, one of his supporters charged he was actually a Resistance fighter because he had worked to get blankets for the people he was shipping to the death camps. Papon's account suggests that full and fair accountability for past wrongs must remain an elusive



Cousin (center) and friends in prison: a gifted child

idea—but the society that fails to pursue this ideal may be inviting greater trouble down the line. To include *Beats Happy* than *Rich Canadian*, Money and the Meaning of Life (Viking, \$32.99) is a bit of serious books about ethical issues might seem perverse. But in this breezy little study about Canadians' attitudes to money, Michael Adams, one of the country's leading pollsters, investigates a critical center of our lives that we usually like to keep private. Not surprisingly, he finds large generational differences: for example, Gen Xers seem to be far more likely to cheat on their income tax than their parents or grandparents. Adams also discovered that making more money increases most people's feelings of happiness, but that Gen Xers tend to be happy no matter how much money they have. No doubt it has something to do with being young. Adams' penchant for creating endless categories (am you a "drill-seeking, maulmatic" or a "social hedonist") can seem pretty silly. But his book helps illuminate this shadowy territory where doing good means doing well. **B**

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ERICSSON

In an assignment to write an essay about "the best tool of the millwright," after several false starts involving the likes of pythagoras and carpenter's braces, Hyebryzoida was finally put on track by his wife, Shirley Hallman, who told him "you always need a screwdriver for something." By the time he was through, the former McGill University instructor, now a professor of urbanism at the University of Pennsylvania, not only traced the history of one of Western technology's essential tools, but raised several key individuals of the Industrial Revolution from undesired obscurity. One of them—Peter Robinson, Canadian-born screwdriver genius—was singled out for a passionate burst of praise in Hyebryzoida's elegant and craggy treatise.

To this natural disaster, the Qul/Applé River is a secondary and undesirable frame: a waterway that meanders 630 km eastward across central Saskatchewan, ending just inside the Manitoba border where it joins the Assiniboine. But in his remarkable new book, *River in a Dry Land* (Stoddart, \$34.95), which was nominated for a Governor General's Award, Regina novelist Trevor Horner proves casual observers wrong. He narrates a fascinating voyage that includes history, geography, sparkling writing and provocative thoughts on mankind's ability to decrease the environment.

Robertson provides a frank and even funny take on the view from death's door

& the Eagle (Random House, \$34.95), journalist Carol Off puts a spotlight on the two great failures of recent institutional postcolonialism—the ethnic cleansing in Bosnia and the massive genocide in Rwanda—as well as the three Canadians at the epicentre of these catastrophes: Maj-Gen Roméo Dallaire (The Lazar), now retired, and war crimes prosecutor Louise Arbour (The Eagle), now a Supreme Court justice, come off as heroes. Their efforts to save lives and punish the guilty were, in Off's opinion, squandered by the hopelessly bureaucratic United Nations, which saw the peacekeeping missions and set up the tribunals. But the author severely condones her Fox, the telegraph Maj-Gen Lewis MacKenzie, UN commander in Sarajevo. She believes he convinced the world not to intervene militarily so as not to embarrass a civilian Muslim in Bosnia.

Off admits she is an military historian, but her book is sure to be debated by scholars and civilians alike, as various grapple with the changing nature of peacekeeping.

First is war words—*A History of Bouding*, Alberto Manguerra's 1996 (out de force). Now, with *Reading Prisoner: A History of Love and Hate* (Knopf, \$37.95), it is the (re)imagined—cultural writer Manguerra seems intent on putting his mark on the great trading stamps of Western civilization. These stamps on the work and lives of 13 artists as diverse as American abstract expressionists Joan Mitchell and 17th-century Indian ruler Carrizango is the postscript author at his finest, sipping across centuries in search of meaning. The history of love and hate remains elusive, but his book is still a readable romp through the visual landscape. As for his central question: can pictures be read? Is there a code or vocabulary that



illustrates the central image? Or is it simply, as painter James M. Whistler once said? "Art happens." Manguerra seems to natter between the two great questions, but at least he can tell a story. And the picture is very nice indeed.



Peace's Weeping Women's vocabulary

literary giant H. G. Wells by a middle-aged Toronto spouse. Roberta Deeks spent four years in a Toronto library pinning The Web, her history of the world from a feminist perspective. In 1919, publisher Macmillan of Canada rejected her manuscript. A year later, Macmillan's New York City branch asked Wells's two-volume blockbuster *The Outline of History*. Deeks, basel

From an economy ability to illustrate the assumptions behind everyday, before-for-greater objects

by several experts, and Wells's name was cribbed from her work, right down to the sequence of details in key paragraphs. But with no "smoking gun" to link Wells directly to the manuscript, the Great Man was acquitted. McKillop reproves the case and in doing so explores the social climate in which Wells provided and a woman who presumed to write history was not taken seriously.

In *Missing Death* (McClelland & Stewart, \$34.95), Heather Robertson breathes life into a subject that most people prefer to ignore. With stunning honesty, the author begins by laying out her own rage and regret in a compelling account of her father's final two weeks before he succumbed to cancer. It was an excruciating death, needlessly made more difficult by the indifference of a hospital that sent him home to die—and by Robertson's own unpreparedness to care for him. Her personal grief and passion inform the book, a close-up look at the culture of death that explores the chances of meeting her father's too-familiar face. A gifted storyteller and a dedicated researcher, Robertson offers an insightful, frank and even funny take on the view from death's door. Now a volunteer at a hospice for the dying, Robertson has made *Missing Death* essential reading for all but the immortal.

On July 6, 1988, Terry Evanston was involved in an auto accident that left him with horrible physical injuries and put him in a coma for two weeks. When

he regained consciousness in an Orillia, Ont., hospital, the Montreal native, then 44, remembered nothing of his past life. His wife and three teenage daughters were strangers. He had no idea that he had once been a top receiver in the Canadian Football League and was a member of the CFL Hall of Fame. In *The Man Who Lost Himself: The Terry Evanston Story* (McClelland & Stewart, \$34.95), Toronto writer and social activist Jane Calwood has written a compelling account of the former football star's attempt to regain his identity and sense of self. The book is a tale of individual strength and courage, and a highly readable account of the workings and mysteries of the human mind.

Nigeria, Ken Wiza says in the opening pages of *In the Shadow of a Saint* (Knopf, \$34.95), "should be God's own country in Africa." Instead, the big, populous, oil-rich West African nation is poor and underdeveloped, thanks largely to a succession of military dictators who have enriched themselves while imprisoning or executing their opponents. One of the victims was Wiza's father, Ken Sanyo Wiza, the star in the title of his book. Then, writer and businesswoman, Sanyo Wiza was hanged on Nov. 10, 1995, along with eight other men, for leading a campaign of civil disobedience against the economic degradation caused by multinational oil companies. His son, who now lives in Toronto, has produced both a fascinating account of his troubled homeland, and a touching portrait of his beloved father.

In *Wild & Woolly* (McClelland & Stewart, \$34.95), Nova Scotia artist and author Linda Joyce describes in loving detail the many birds and four-legged animals that have shared her remote life. In her wry and conversational writing—she has been compared, with justification, as James Herriot, only-bred for his *All Creatures Great and Small*—many of the creatures take on distinct personalities. Even those that do not, such as



the baby mice the discover between the walls of an old building, still benefit from her compassion. Joyce marries the babies with their frayed mother. Now dead an animal lover.

Author Walter Stewart is best-known for his journalistic tours of the corridors of political and financial power. In his new book, *My Cross-Country Checkup* (Stackpole, \$29.95), he and



Ken Sanyo Wiza with sons Toluwa (left) and Ken, John (right). Many of her creatures take on distinct personalities

his wife log close to 25,000 km on their massive tour of Canada's backroads. The trip repeats Stewart's 1965 drive along the newly opened Trans-Canada Highway, fodder for a series of magazine profiles. His new journey risks in more territory—this time far from any corridor of power—and produces a whirlwind but always sharply observed portrait of ordinary Canadians. By staying off the beaten track, the author's strong storytelling skills introduce readers to the heart of a nation.

The key to Leahy Krueger's *Footnote Consequences* (Key Porter, \$29.95) is the subtitle, *A Traveler's Tale*. That is to say the book, her fourth and final novella, isn't so much about travelling as it is about the traveller herself. There are no exotic locales; the Vancouver-based author's wanderlust starts her backpacking around the world before she married *Globe and Mail* foreign correspondent Paul Knox and accompanied him to Latin America. But getting almost equal space are the stories of her Swedish and Scottish grandmothers, each of whom immigrated to Canada as a young woman. It is all interwoven with Krueger's musings on looking like a foreigner, the importance of family mythology and the role of community. It, as has been said, the search for identity in the Canadian identity, that this is a very Canadian book. ■





Brian D. Johnson

London calling

I am sitting in a half-empty theatre on Leicester Square, watching two hairless guys drag themselves around the frozen busts of a Whimsy winter trying to start a cult ritual for a stolen space heater from *Europe*. Directed by Toronto's Terrence O'Brien, *Heater* stars Gary Farmer as a musical native and Stephen O'Keefe as a Canadian R&Ber. It's a made-for-cable movie, headed tonight for TMN. But it feels more like Canadiana shover to Iranian cinema—a bleasty funny and poignant fable of an absurd quest in an inhospitable landscape. Or a victory *Whimsy for Golder*. And to scribble across this slice of pseudorealism is the heart of London's Winter End seems doubly absurd.

This here on a bonfire's holiday, judging movies at the Regus London Film Festival as a member of the FIPRESCI jury—"FIPRESCI" being an untranslatable French acronym for an association of international critics, and "Regus" being the name of a sponsor that has spent a million pounds to shoo them to attend into the title of a 64-year-old event. Our jury is an eclectic group: *cinéma* Macdonald, a dapper man from Delhi, a cinephile from the London suburbs and a 64-year-old Jewish teacher from Paris—a cousin of Leonard Cohen who claims to have once turned down a marriage proposal from Pierre Trudeau.

Wherever I go in London—which now feels more like the centre of the world than Manhattan—Canadians keep popping up. Margaret Atwood has just stopped town with the *Booker Prize*. And one night, I find Leicester Square blacked off so that Jim Carrey can hobnob with the Queen at a royal premiere of *Dr. Seuss' How the Grinch Stole Christmas*. Carrey playing again jester to the Queen? The mind boggles. Meanwhile, the newspapers are going crazy over Toronto author Naomi Klein, who draws 1,000 people to a lecture at the Victoria and Albert Museum. Klein's book, *No Logo*, is being hailed as "the *Das Kapital* of the anti-corporate movement." *The Times of London* suggests, breathlessly, that Klein may be the most influential 30-year-old on the planet. And *The Observer* runs a full-page interview this concludes: "She is a prophet who sees the present... better than anyone else." The English seem to have a thing for attractive Canadian thinkers. Will Klein be the next Michael Ignatieff?

While walking through Soho one night at 2 a.m., I ran into another young Toronto leftist, actress Sarah Polley. With her is British director Michael Winterbottom, who has just shot

a western with Polley in Athens. She's at the London festival to promote *The Wreath of Willows*, a chancy melodrama filmed in Nova Scotia with a dourish Sean Bean. There's a certain pleasure in watching fine actors like Polley and Bean emerge unscathed from a bad movie. The same goes for Maly Pothier, who survives a thunderscore as a victim of gang rape in *Supreme Rites*—and whose director, Vancouver's Lynne Staley, is, first, at a midnight dinner in a private club.

Compared with festivals in Toronto or Cannes, London is a relaxed affair. No major world premieres, no hot discoveries, no big stars. But it cuts highlights of other festivals for an appreciative local audience, and is surrounded by a city that is a festival unto itself. London is lush with youth and money and culture. I step out of the National Film Theatre

on the South Bank of the Thames, past posters for a just-opened touring Elvis Costello and Deborah Harry, and stroll down a riverside promenade vaulted with theatres and galleries—ending up at the fabulous Tier Modern, an art museum built into the brick of a monumental power plant, with Picasso around every corner. Up the river is the old Tate Britain, where families queue up on a Sunday afternoon for the new *Bliss* exhibit, crowds jostling for face time with the painter-poet's diaphanous scene, tiny visions of angels and devils dancing on the head of a pin.

But while London's tiger is burning bright, the country around it is coming apart at the seams. This is a land ripped by winds and drowned by floods, where the trains have been allowed to crash as cracks are discovered in the steel of a railway system patronized by Margaret Thatcher. No matter how big and happening England tries to be, the past keeps eating a Gothic shadow. This, after all, is a country where I found myself eating blood pudding for breakfast while reading a story in *The Times* about a London postman who confessed to chopping up his wife, sitting most of her remains over the cliffs of Dover, then basking her head in the sun—"to make it look psychosomatic"—before burying it.

Next to that, the Dickensian chill of *Heater* seems almost comforting. And as I pass the homeless who huddle under shop windows on the Strand, crying to keep their sleeping bags out of the rain, I think of those two men hailing a space heater around 35-below Whimsy with no place to plug it in—and wonder whether, in the end, it's worse to be frozen, or dumpy.



The Queen, Carrey, a Carrey plays court jester





Illustration: White & Rose

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The Hockey News



Empress of Ireland, sinking 1,012 onboard

Artifacts grounded

The most complete collection of artifacts from the worst maritime disaster in Canadian history will likely stay in the country after all. The grand ocean liner *Empress of Ireland* sank in the St. Lawrence River on May 29, 1914, en route from Quebec City to Liverpool, England, killing 1,012 passengers and crew. A government announcement on the proposed \$2.5-million sale of artifacts from the wreck to an American businessman has turned up two matching bids from Canadian private collectors: Philippe Boudry, the Longueuil, Quebecer who has spent the past 30 years and a small fortune of his own money to recover and keep the collection, seems to have the edge. The long battle over who gets the relics is coming to an end. "After 30 years, it's time to close the chapters," says Boudry. "I worked so hard for so many years without any help that I can't care any more if it stays or goes outside Canada."

A public show about private parts

Among the few words Sonja Smith has not uttered during her career is "vaginas," as well as one of the slang terms for female genitalia. "In all the roles I've done in 25 years of acting," she laughs, "I don't think I've ever said the V-word or G-word." That's about to change. Smith is among five guest performers who will appear in the Toronto run of the off-Broadway hit *The Vagina Monologues*, which opens on Dec. 5 at The Music Hall on the Danforth. The work is based on 200 intimate interviews that New York City playwright Eve Ensler conducted with females aged 6 to 72. The Toronto production, expected to travel to Vancouver and Montreal next year, features actresses Sherry Parker Lee and Stella Bonifazi and touring guests Charlene Kervinski, Mary Walsh, Shirley Douglas and Gloria Reuben, as well as Smith. The play's anecdotes give voice to females ranging from a Bosnian rape victim to an elderly woman dreaming of Ben Reynolds.



Kervinski based on 200 intimate interviews with females 6 to 72

Ode to a bard on the Prairies

Poetry is in fashion again—or so it seems these days in Canada. Think of the recently announced \$80,000 Griffin Poetry Prize and the profusion of verse on subway and bus across the country. That's even even a poetry Web site—the League of Canadian Poets has just started selling books on its site (www.leagueofcanadianpoets.org). And now Canada has its first provincial poet laureate—even though it has never had a national one. Last week, 64-year-old Glen Scowen was awarded this title in Saskatchewan, where he will give 10 public readings during the next two years. Perforating the province.



Scowen, awarded Saskatchewan's first laureate of poetry

In memory of the massacred

Among those horrified by the 1989 massacre of 14 female students at the University of Montreal's École polytechnique was Ahmad Hussen. "This happened in my lifetime," says the 45-year-old Toronto composer. "It's a marker event." On Dec. 6, Hussen, who has done numerous commissions for dance companies—including that of his wife, Peggy Baker—will unveil *14 Resurrected*,

belied as a sequence of music and dance. To create the work, Hussen asked nine musician friends from different ethnic backgrounds and working in different styles to give him 10 minutes of music. He and his colleagues created 15 pieces, either alone or in collaboration; one is dedicated to the entire group of women, while each of the others commemorates an individual. Profits from sales of the *14 Resurrected* CD will go to the December 6 Fund, which gives interest-free loans to women leaving abusive situations.

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Entertainment Notes

Unknown champion

Even those of his competitors who have heard of Torrey Berts, the fine Canadian world heavyweight boxing champion, may not realize that some records from his three-year reign (1905-1908) still stand. In *Torrey Berts* (Lerner & Co.), Dan McCaffery aims to re-establish the champ's place in Canada's sporting pantheon. Berts still holds the fastest knockout time (one minute, 28 seconds) and longest knockout streak (eight). Not only that, the then-world heavyweight champ (five feet, seven inches) defended his title twice in one night. Rich and ferocious in his day, Berts was controversial for his willingness to give black fighters a chance at his title. (It was by defeating Berts that Jack Johnson became the first African-American champ.) But when Berts died in 1955 he was buried in an unmarked pauper's grave.



Best Sellers

Fiction

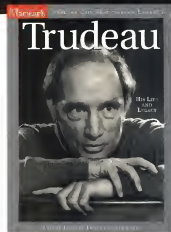
1. THE ALPHABETICAL WAGON (3)
2. NORTON'S WAGON (3)
3. NORTON'S WAGON (3)
4. NORTON'S WAGON (3)
5. NORTON'S WAGON (3)
6. NORTON'S WAGON (3)
7. NORTON'S WAGON (3)
8. NORTON'S WAGON (3)
9. NORTON'S WAGON (3)
10. NORTON'S WAGON (3)

Nonfiction

1. CANADA'S PROSPERITY (3)
2. CANADA'S PROSPERITY (3)
3. CANADA'S PROSPERITY (3)
4. CANADA'S PROSPERITY (3)
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8. CANADA'S PROSPERITY (3)
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(*) Shows on the Computer by Dan McCaffery

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The dinosaurs did it

1. "He's a man who's going to happen."

2. That was Rick Anderson in July when Prime Minister's chief adviser, speaking about Stockwell Day, Anderson, a ruthless little backroom operative for the Reform party in a past election, was the apparition who OSE the infamous television ads that soared at the number of prime ministers from Quebec.

3. Kim Campbell, who, as it happens, was also this week writing to happen and took her Tories down to two seats, is honest, candid the ads. They police Allan Gregg allowed later that their polling showed the ads in fact were working, and if allowed several more days exposure could have turned around the election.

4. Stockwell's Wet Suit was 12 when J.C., with these famous animals, was first elected to the House of Commons, the first of his 12 years devoted into Ottawa by his loyal followers from the siding where he puts, respectively, a postage stamp in the middle of a vote.

5. Much is made of the image of social Ontario, Province, WASP Ontario, the unchanging Upper Canada lineage of Confederation. What is ignored is that the province, in these elections, elected three different parties: David Peterson's Liberals, Bob Rae's NDP and then the Mike Harris Conservatives.

6. Even in Cowboy Country, Alberta and British Columbia, the voters don't jump around that much, not at all.

7. It would seem, therefore, that this apparently shifting province would be interested in the new way face of the guy who replaced the speedily-voted Prime Minister from Reform Alliance.

8. Mr. Wet Suit destroyed himself. The news that he believed dinosaurs walked with humans, that Adams and Eve actually existed—indicating that he thought *The Flintstones* was a documentary—framed him off even in the usual Ontario ridings where people actually still go to church.

9. The dinosaurs did it. We all know now that Mackenzie King talked to his dead mother and his pet dog. But that was only dug out much later by his estate. And there wasn't obsession at those days. The dinosaurs? (Flintstones any?) On the air in various Yabba-dabba-doo!

10. Nothing beats Liberal dinosaurs. Why would they run big-league candidate John McCallum, head economist

of Royal Bank and former finance minister, in the distant Toronto bedroom community of Markham? Rather than in cushy Rosedale or a downtown riding? Simple. Markham is a rich suburb for wealthy Chinese-Canadians. McCallum's wife is Chinese.

11. When the Stock was on his way to becoming Alliance leader, my editors at *Maclean's* ran a cover story with his picture and the line "How scary?" I argued with them when I saw it that I thought that very unfair. I apologized to one of them yesterday. They were right. They deserved the worst read, the worst suspicion.

12. Proof? The man whose party put him in place of The Person once tried to remove from Alberta schools the classic novel *Gone with the Wind* by John Steinbeck—one of 10 Americans who have won the Nobel Prize in literature—on the excuse that the book's name was taken in vain in the text. Holy Jesus!

13. One of the predictable fallouts of a dismal election. The cynical Christian commitment of eugenics 20th-century Britain Tobin is an attempt to wipe all those Atlantic provincial votes the Crisis lost in 1997 because of cutting back on the paps. Tobin, the 4th former die-jockey and Caprice Canada in defence of the nation, had no controls covering the waters in

New Scotia and New Brunswick. They think he's an upstart politician. He hasn't made any ground in challenging P. Martin's the new leader. Allan Rock is fading in the north.

14. Most disappointed person in the whole country, naturally, is P. Martin. A politician who doesn't have a worry, thanks to his Canada Steamships empire safe from Canadian taxation with a offshore registration in Bermuda. Anybody named P. Martin would wish for a runaway government. J.C. pushed out by March by a native Liberal caucus and another election by autumn of 2001 and Paul's sweeping Quebec.

15. Instead, the little guy from Sturtevant, who defied his own choice by daring with his Cherry Bill to take on the separatists, proved his gut instinct was right once again. His daring, his put Bouchard/Potenza/Duceppe weeping in their line this morning.

16. The little guy who can't speak either of the two official languages has now equalled Laurier, his hero. If I were P. Martin, I'd go and have a double scotch and look out the window and have a long think.



By [unclear]

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